FEBRUARY 28, 1949 PRICE 25 CENTS

BROADCASTING
TELECASTING

The Newsweekly of Radio and Television

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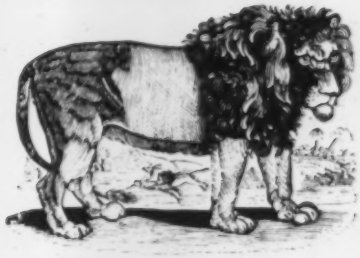
IT MAY NOT HAVE OCCURRED TO YOU, but

WOR is like a great sale

for WOR attracts more families, during the day and during the night, than any other station in the United States.

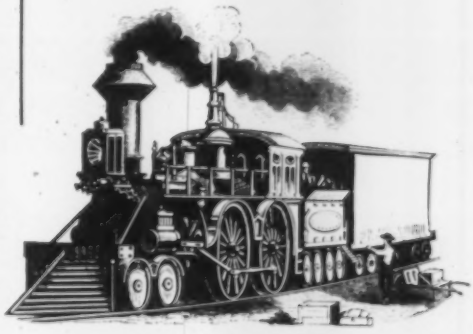


WOR is like a lion

You see, it continues to be the *first* major station in New York when it comes to carrying the majority of the highest-rated local programs.

WOR is like a locomotive

because, year in and year out, WOR pulls more than a million letters from people in 47 of the country's 48 states.



NOTE — no matter how you measure WOR's effectiveness, and we heartily recommend *any* method, WOR gets you *there* fastest, at less cost and with greater results.

— heard by the most people where the most people are

WOR

COMING! WOR-Mutual's magnificent new television station, WOR-TV, channel 9. Watch for it.

OUR 25TH ANNIVERSARY YEAR

One WLS market broadcast made these folks $200!

IN 1924 Mr. and Mrs. Charles K. Stembel, of Boswell, Indiana, had a carload of hogs ready to sell. Listening, as usual, to WLS market reports, they learned record hog receipts had dropped prices, so held their hogs to sell at a dollar a hundred higher—an extra profit of over $200—thanks to WLS.

The Stembel family have been daily listeners to WLS since the station went on the air 25 years ago. Chiefly poultry farmers (they've raised 85,000 chickens a year), the Stembels have kept a record of noontime poultry quotations on WLS every day since the station started.

Besides market service, the Stembels hear the 5:55 a.m. weather report every day. More than 20 years ago, before hybrids, they saved their seed corn because of a WLS fall frost warning . . . the following spring a WLS weather report saved their baby lambs. Through WLS they heard of a new baby chick ration that helped raise their huge flocks cheaper than ever before!

Not alone for business do the Stembels listen to WLS. They heard the first WLS National Barn Dance in 1924, still tune regularly to this and other WLS programs.

A new generation has grown up in this typical Indiana family since WLS first went on the air, and they, too, enjoy the service and entertainment we bring them . . . the broadcasts about farming, homemaking, education, religion, and the good wholesome entertainment. "One of the family" in Midwest America, we enjoy their confidence and belief—a confidence that extends also to advertised products introduced to them by their old friend, WLS.

A Clear Channel Station

WLS CHICAGO 7

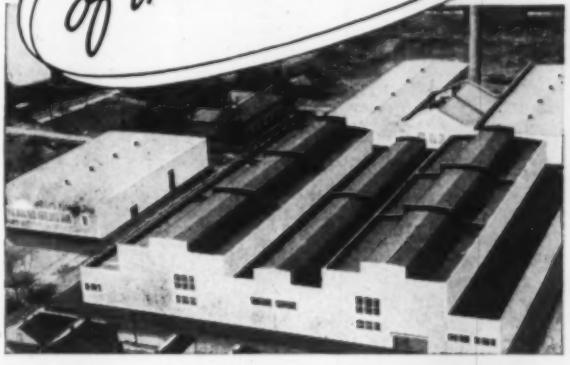
The PRAIRIE FARMER STATION

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

3 Beauties of the Deep South

1. THREE OAKS PLANTATION, near New Orleans, Louisiana—a gracious, imposing home of the 1840 period. Located on the property of the American Sugar Refinery, it may be visited with the company's permission.



2. GULF SHIPSIDE STORAGE WAREHOUSE Recent $2,000,000 addition to New Orleans' extensive port facilities. Port ranks second in United States in tonnage—first in efficiency. That's another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.

3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

The greatest selling power in the South's greatest city!

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

Represented nationally by The Katz Agency, Inc.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

G. A. RICHARDS' bid for personal appearance before FCC in lieu of scheduled March 16 hearing on charges that he ordered news-slanting (story, page 30) got prompt attention of Commission in private sessions Friday. Dropping of scheduled hearing, at Los Angeles, seemed unlikely, however.

BIGGEST representation plum on West Coast to develop in many months grabbed by Free & Peters—KRON-TV San Francisco. Assigned to Channel 4, station is owned by Chronicle Publishing Co. and will affiliate with NBC, when it takes to air early this summer. Contract negotiated by H. Preston Peters with George T. Cameron, *Chronicle* president. Charles Thieriot is manager. Station is sixth in TV to be aligned by F&P.

FLETCHER WILEY, general manager of CBS Housewives Protective League, has terminated contract and sold his remaining stock to network. He will continue to serve as network consultant but will no longer be concerned with day-to-day operations.

SRO sign may be hoisted over Radio Executives Club session in New York March 10. There's great excitement over appearance of former President Herbert Hoover, whose elder statesman status has won him new acclaim. When HH was in office, he got radio regulation under way. It marks his first appearance before radio aggregation since he left White House in 1933. And he's now top billing everywhere.

PRESIDENT TRUMAN showing more than cursory interest in radio legislative-regulatory situation, particularly what he regards as "monopoly" aspects stressed in recent Senate subcommittee interim report which dealt mainly with clear channel high power issue. He has covered situation recently with his friend and erstwhile Senate colleague, Burton K. Wheeler, now in Washington law practice.

WHETHER FCC reorganizes in panels or not (and it hasn't yet given up ghost on plan) it's practically sure-fire bet that Comr. E. M. Webster will seek and procure reappointment to FCC for full seven-year term prior to expiration of his current commission June 30. Previously Commodore Webster, whose forte is safety and special services, indicated he wouldn't care about reappointment if he couldn't specialize in that field. It's known now that Chairman Wayne Coy is pressing for Webster reappointment as world's foremost authority in his chosen sphere.

PRESSURE still heard against use of average daily listening figures in next BMB survey due to fear statistics would have to be stretched in many counties. Results from 650,000 sample (cards go in mail Tuesday) deemed adequate for three breakdowns of weekly audiences.

(Continued on page 70)

Upcoming

Feb. 28: WHAS Louisville transfer and TV extension hearing, FCC Hdqrs., Washington.
Feb. 28-March 1: NBC affiliates meeting, Chicago.
March 3-5: Annual Radio Conference on Station Problems, U. of Oklahoma, Norman, Okla.
March 4: Fourth Annual Michigan Radio Conference, Michigan State College Campus, East Lansing.

(Other Upcomings on page 49)

Bulletins

SIDNEY N. STROTZ, NBC administrative vice president, to be permanently headquartered on West Coast, pointing up future importance of Hollywood in television, according to network. He was named to post last May and assigned to job of reorganizing network's TV operations, dividing time between New York and Hollywood.

NET INCOME of ABC and subsidiaries for year ended Dec. 31, 1948, after federal income taxes was $468,676 compared to $1,520,756 in 1947. Gross income for 1948 amounted to $54,047,043, compared to $52,922,884 for 1947. Decrease in net earnings attributed to TV expansion.

FIRST NBC TAPE BROADCASTS

FIRST network commercial tape program over NBC will be aired this week when Screen Director's Guild version of "Command Decision" is broadcast March 4. Al Jolson also announced his program will go on tape starting with March 10 broadcast in Midwest and West.

Business Briefly

LEVER RENEWAL ● Lever Bros., Cambridge, Mass. (Spry) March 21 renews for 13 weeks CBS' *Aunt Jenny*, Mon.-Fri., 12:15-12:30 p.m. Agency, Ruthrauff & Ryan, New York.

TONI TV SERIES ● Toni Co., Chicago (home permanents), has purchased 9-9:30 p.m. Thursday segment on CBS TV network for new series to start in mid-May. Program format undecided. Agency, Foote, Cone & Belding, Chicago.

SIX NEW DIRECTORS ELECTED TO NAB BOARD

SIX new directors will take seats on NAB board during convention week in Chicago. Final count of ballots released Friday by Ernst & Ernst, accountants, shows 2,098 ballots returned of 2,750 mailed out in February.

Results of directors-at-large voting:

Large Stations—Howard Lane, WJJD Chicago, re-elected; James D. Shouse, WLW Cincinnati, who has served on board in past, replaces Paul W. Morency, WTIC Hartford.

Medium Stations—G. Richard Shafto, WIS Columbia, S. C., re-elected; Kenyon Brown, KWBU Wichita Falls, for T. A. M. Craven.

Small Stations—Clair R. McCollough, WGAL Lancaster, Pa., re-elected; Merrill Lindsey, WSOY Decatur, Ill., for Edward Breen, KVFD Fort Dodge, Ia.

FM Stations—Frank U. Fletcher, WARL (FM) Arlington, Va., Class A, for Willard Egolf, WBCM FM Bethesda, Md.; Everett Dillard, KOZY Kansas City, Class B, re-elected.

District Directors (odd districts only):

1, Harold Fellows, WEEI Boston, re-elected; 3, George D. Coleman, WGBI Scranton, Pa., re-elected; 5, Allen M. Woodall, WDAK Columbus, Ga., for Henry P. Johnston, WSGN Birmingham; 7, Gilmer N. Nunn, WLAP Lexington, Ky., re-elected; 9, Charles C. Caley, WMBD Peoria, re-elected last summer; 11, John F. Meagher, KYSM Mankato, Minn., re-elected; 13, C. W. Rembert, KRLD Dallas, re-elected; 15, Glenn Shaw, KLX Oakland, for William B. Smullin, KIEM Eureka, Calif.; 17, Harry R. Spence, KXRO Aberdeen, Wash., re-elected.

FCC Favors Extensive Probe of Networks

NEED for "comprehensive network investigation" has long been felt by FCC, Commission said Friday in 17-page report replying to queries raised by Sen. Ed C. Johnson (D-Colo.), chairman of Senate Interstate Commerce Committee.

Most of questions and replies related to television—whose development, Sen. Johnson wrote, "involves a fundamental policy question to be decided by the Congress." He asked FCC's views as aid to committee in preparing legislative recommendations.

FCC desire for network probe revealed in answer to question on whether Commission was considering means of preventing monopoly in broadcast equipment and program fields. After reviewing FCC's anti-trust authority, current patent probe, and multiple-ownership rules, Commission said:

No comprehensive network investigation has been undertaken since 1941. The Commission has long felt that such an investigaton is necessary not only to determine how the regulations are working with respect to standard broadcasting, but also to re-examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television field. . . . It is entirely possible that the conditions in FM and television are sufficiently different from AM that other or additional regulations are needed in this field in order to protect against monopoly.

FCC letter, sent by Chairman Wayne Coy, said Commission would be warranted in refusing renewal of license of network-owned station "if a network compelled its affiliates to violate the network regulations." But Commission felt "this is clumsy."

With Comr. Frieda Hennock dissenting, Commission declined to suggest law requiring TV set makers to notify buyers of possible obsolescence. Majority felt "no such rule can be drawn."

FCC conceded that to open up UHF television band under standards different from those in VHF would mean "fairly slow" development of UHF. Result would be pressure on FCC "to make a nationwide television system out

(Continued on page 70)

DON'T BUY LISTENERS BY THE POUND

"Low cost per 1000" is a better measure!

Naturally, the lower the cost per 1000, the better!

A perfect example of *low cost per 1000 coverage* is KCMO, Kansas City's most powerful station. It brings you listeners at a *low cost per 1000* because of . . . a powerful, far-reaching signal . . . warm, Mid-America styled programming that people like to listen to . . . and *reasonable* time rates! Inside KCMO's measured ½ mv. area are 5,435,091 potential listeners . . . in 213 farm and factory rich counties. If you follow the rule of *low cost per 1000* . . . . you'll buy KCMO in Mid-America!

ONE does it in Mid-America

ONE station

ONE rate card

ONE spot on the dial

ONE set of call letters

50,000 WATTS
DAYTIME—Non-Directional

10,000 WATTS ***NIGHT***
—810 kc.

National Representative: John E. Pearson Company

KCMO

and KCFM . . . 94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC for Mid-America

He Mows Dull Moments With a Sharp Eye

Something's always popping when he sharpens his weapons, rolls up his voice, and goes to work. His pointed remarks about the top of the news from Washington are heard by a loyal coast-to-coast audience five nights a week. His listeners love to hear him "mow 'em down."

His whetstone is a powerful urge to get to the bottom of things—and he cuts a wide swath through the underbrush of fancy to get at the facts behind the news. Whether farming in Maryland or tilling his Washington newsbeat, his down-to-earth approach reaps a rich harvest.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program is the original news "co-op." It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
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James Montagnes.

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* Reg. U. S. Pat. Office

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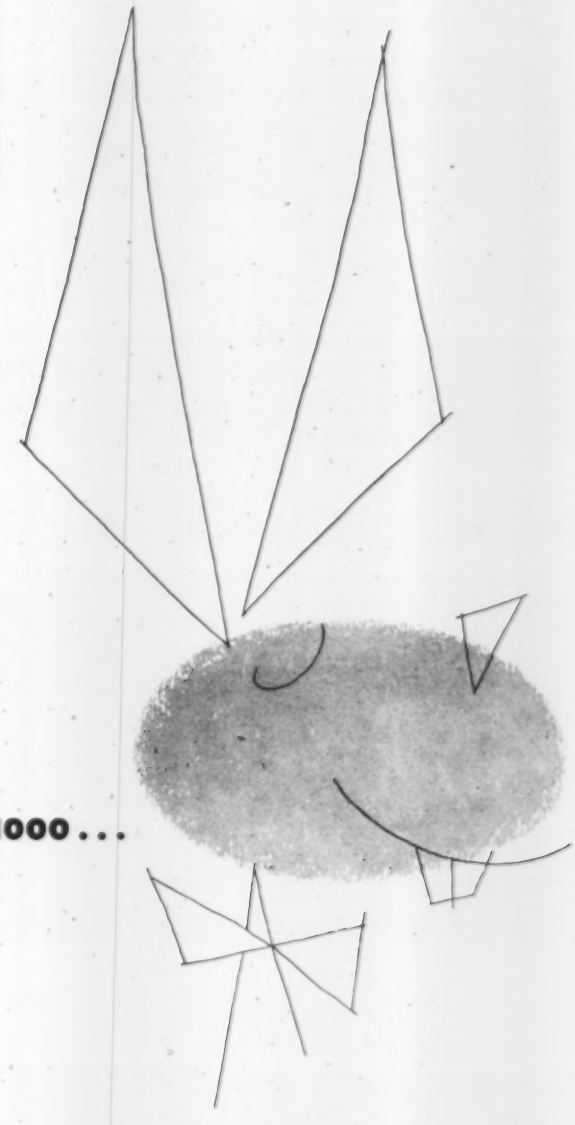


100 GETS YOU A 1000 . . .

That's the pay-off stations are getting from Capitol's Transcription Library—and more! Want to know how? Fill out the coupon and we'll rush you the information.

Capitol TRANSCRIPTIONS
A Division of Capitol Records

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol Transcriptions
Sunset and Vine, Dept. B228
Hollywood 28, California

FREE — Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

Name _____

Station _____ Position _____

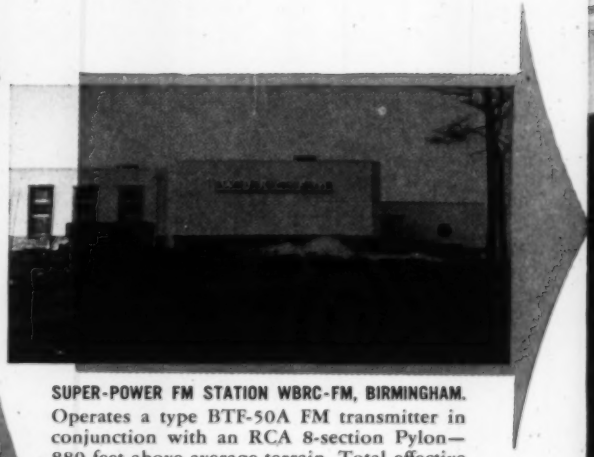
Street _____

City _____ State _____

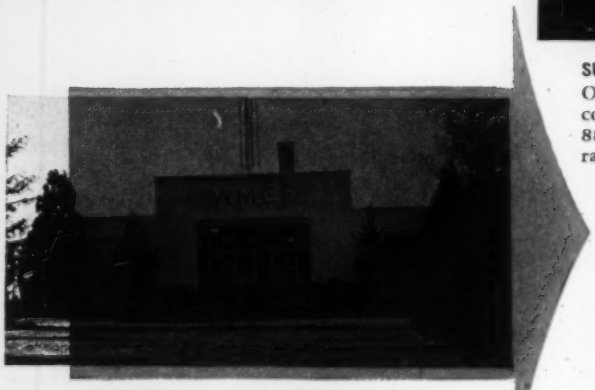
World's first super-powe

all three... use RCA 50-kw's

SUPER-POWER FM STATION WTMJ-FM, MILWAUKEE. Operates an RCA BTF-50A FM transmitter in conjunction with a high-gain antenna. Total effective radiated power, 349 kw—on 93.3 Mc!



SUPER-POWER FM STATION WBRC-FM, BIRMINGHAM. Operates a type BTF-50A FM transmitter in conjunction with an RCA 8-section Pylon—880 feet above average terrain. Total effective radiated power, 546 kw—on 102.5 Mc!



SUPER-POWER FM STATION WMCF, MEMPHIS. Operates an RCA BTF-50A FM transmitter in conjunction with an RCA 4-section Pylon antenna mounted on a 750 foot tower. Total effective radiated power, 260 kw—on 99.7 Mc!

THESE PIONEER STATIONS are making FM service over wide areas a PRACTICAL REALITY —*with the world's first commercial 50-kw FM transmitter, the RCA BTF-50A!*

This is the transmitter that makes it possible to link 50 kilowatts of FM power to a high-gain Pylon antenna *and deliver up to 600 kilowatts of effective radiated power*—enough radiated power to serve primary areas out to 200 miles radius from mountain elevations.

Here are some of the transmitter features:

50,000 watts output on any specified frequency in the 88-108 Mc band. Grounded-Grid amplifiers and simplified single-end r-f circuits (all class C) for extreme stability and easy tuning. Direct FM to give high-fidelity FM simply and directly (less than 1% output distortion over the range of 30-15,000 c.p.s.). Only 43 tubes in the entire transmitter—and emergency operation may be maintained with only 24 tubes. *Only 16 different tube types all told.* One high-voltage supply for all high-power needs. Hi-lo power switching for emergency 8-kw operation. Complete air-cooling . . . using two independently-operated blowers.

• • •

Type BTF-50A . . . *immediately available from stock* . . . can be used with an RCA FM Pylon to improve your station coverage *materially.* For the facts, see your RCA Broadcast Sales Engineer. Or write Dept. **19BD,** RCA Engineering Products, Camden, N. J.

FM's...

Ready to ship RCA 50-KW FM Transmitter, Type BTF-50A. Easiest-handling high-power transmitter ever built—with handsome unified front-panel design that fits any station layout. BTF-50A transmitters are delivered with pre-emphasis network, harmonic attenuator, transmission line monitor, power cut-back and supervisory console.

Transmitter photo by courtesy WBRC-FM, Birmingham, Alabama.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

ON THE WASHINGTON SCREEN

WRESTLING FROM TURNER'S ARENA—the most popular sports show on the Washington Screen! A recent poll by **Teleguide** Magazine showed the wrestling matches over WMAL-TV to be the "number one" favorite of television sports enthusiasts in the Nation's Capital. Above, two very popular wrestlers, Chief Little Wolf and Dutch Schweigert, find themselves in an awkward and painful situation.

JIM GIBBONS VOTED WASHINGTON'S FAVORITE television sports announcer in the poll conducted by **Teleguide** Magazine. Jim, undoubtedly Washington's busiest sportscaster, is shown here at ringside bringing all the wrestling thrills and excitement to televiewers.

THE LADY WRESTLERS TAKE OVER! The audience is on its feet many times when the men go into action but when the women take over —the very roof shakes! At intermission Jim Gibbons interviews two top performers, June Byers and Dot Dodson.

The SINCLAIR Refining Company has combined forces with WMAL-TV to bring added impact to this outstanding feature — sponsoring one-half of the wrestling matches every Wednesday. The other half is open for sponsorship!

WMAL **WMAL—TV** WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

Agencies

ROBERT CARLEY, formerly with Cecil & Presbrey, New York, as a v president, joins executive staff of Donahue & Coe, New York. He w also formerly with BBDO, New York, and before that with NBC.

ALLY S. NELSON, formerly with E. I. duPont Co., and a graduate of the Te vision Workshop, New York, joins Fuller & Smith & Ross, Cleveland, in t film department to work specifically on production of television films.

CYRIL J. MULLEN, director of radio copywriting at Needham, Louis Brorby, Chicago, named chief of visual copy department. He has worked Dancer-Fitzgerald-Sample, Chicago, and Pedlar & Ry New York.

Mr. Mullen

LEE MORSE RICH, former executive with the AAAA a director of media for the past two years with Albert Fra Guenther Law, New York, joins William H. Weintraub Co., also New York, as media director.

MILTON GUTTENPLAN, former copy and planning direc at Kal, Ehrlich & Merrick, Washington, appointed accou executive at Emil Mogul Co., New York.

GILBERT J. SUPPLE, formerly with Peter Hilton In New York, joins radio commercial writing staff of McCa Erickson, New York.

GORDON F. BUCK, research executive for past three years at Foote, Cone Belding, Chicago, appointed assistant to **FAIRFAX M. CONE**, board chairma

LECHE & LECHE, Dallas, opens branch office in Houston at 1810 Travis S under management of **GRAHAM B. BOONE Jr.**, recently elected vice presid

FRED M. JORDAN joins Erwin, Wasey & Co., Los Angeles, as executive v president. Until recently Mr. Jordan was executive vice president and Pac Coast manager in Los Angeles office of Buchanan & Co., which position he h held for 16 years. In new capacity, Mr. Jordan will head Erwin, Wasey L Angeles operations.

ERIK ISGRIG joins Young & Rubicam, Chicago, as account executive, af working at Sorenson & Co.

HELEN ENNIS joins copy department of Biow Co., San Francisco.

JAMES STAPLES, former account executive with Ruthrauff & Ryan, L Angeles, joins Leo Burnett Co., same city.

FRED R. JONES, formerly with Ruthrauff & Ryan, Los Angeles, joins Abb Kimball of Calif., same city, as copy chief. Another addition to agency is R. **HIMEL Jr.**, formerly with Modglin Co., as comptroller.

JOHN MESSLER, formerly with Foote, Cone & Belding, San Francisco, jo copy department of BBDO, same city.

LARRY PENDLETON of Larry Pendleton & Assoc., Los Angeles, has p chased Packard & Packard, same city. Accounts and personnel of latter age incorporated into other firm under its name. Headquarters are at 1250 Wilsh Blvd. Telephone: Trinity 8557. **JACK PACKARD** remains with agency account executive. Firm retains its other office at 139 North Maryland A Glendale.

ERNEST L. HEITKAMP, writer on Chicago *Herald-American* for 27 years, jo Morris F. Swaney Agency, Chicago, as account executive.

JAMES DEAN, former account executive with McCarty Co., Los Angeles, jo Ralph Yambert Organization, that city, in same capacity.

GARDNER A. PHINNEY, formerly with *Washington Post*, joins Courtland Ferguson Inc.'s Washington office as account executive.

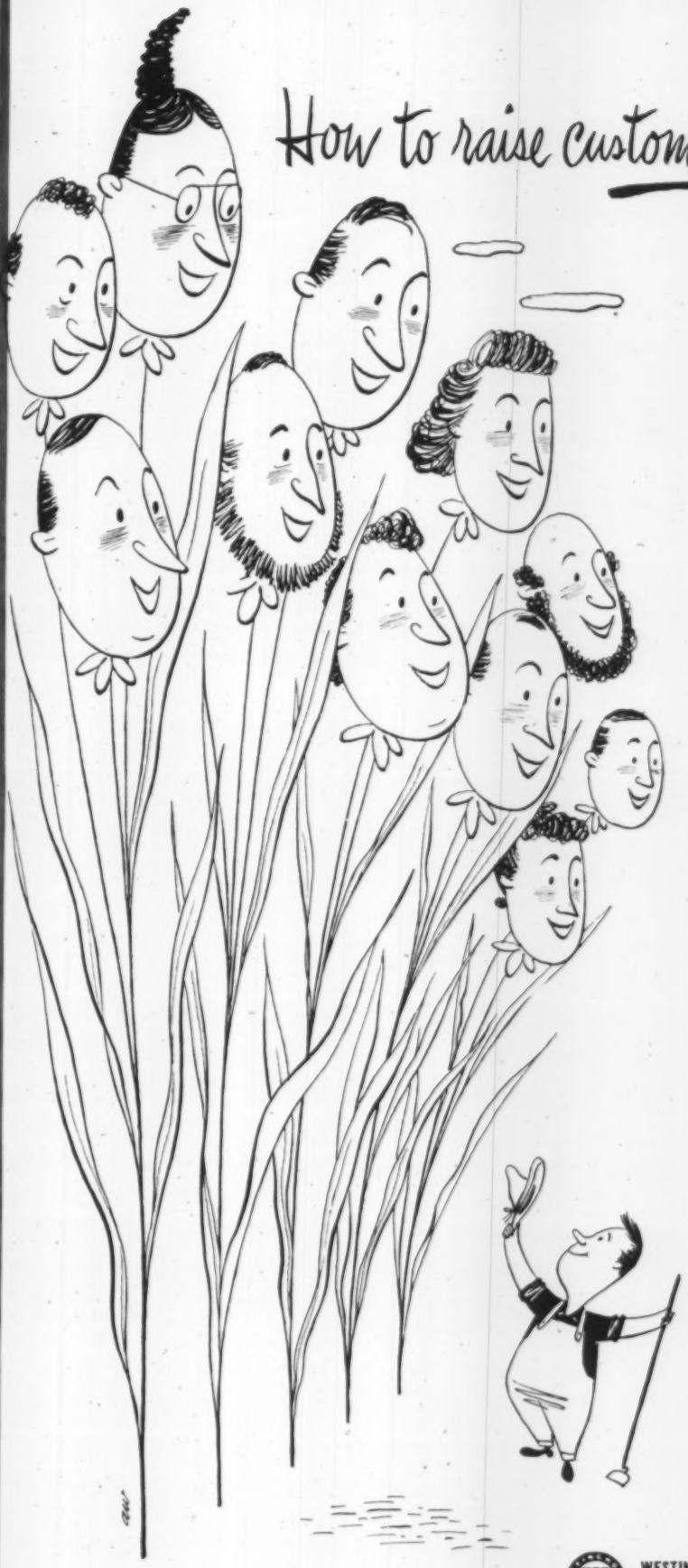
C. L. (Ted) BAUM, former vice president of Short & Baum Adv., Portla Ore., joins The McCarty Co., Los Angeles, as account executive.

BERNE ABELEW, former production manager for Biow Co., San Francis joins Abbott Kimball Co., same city, in the same capacity.

ZOLA VINCENT, a former editor of *Parents'* magazine, joins Brisac Wheeler & Staff, San Francisco, as home economics director.

JOHN S. EMMART, former sales promotion manager for Roma Wines, a **ERWIN H. KLAUS**, formerly with Dana Jones Co., Los Angeles, join Bucha & Co., San Francisco.

How to raise customers on New England farms



Whoever accuses Yankee farmers
of chronic sales-resistance
should have his bean examined.

In a single 2-week period
(in December, of all months)
WBZ's *New England Farm Hour*
(6:00 to 7:00, 6 mornings a week)
drew 1,650 replies to 3 offers.

And of the 3 offers,
2 required dollar bills!

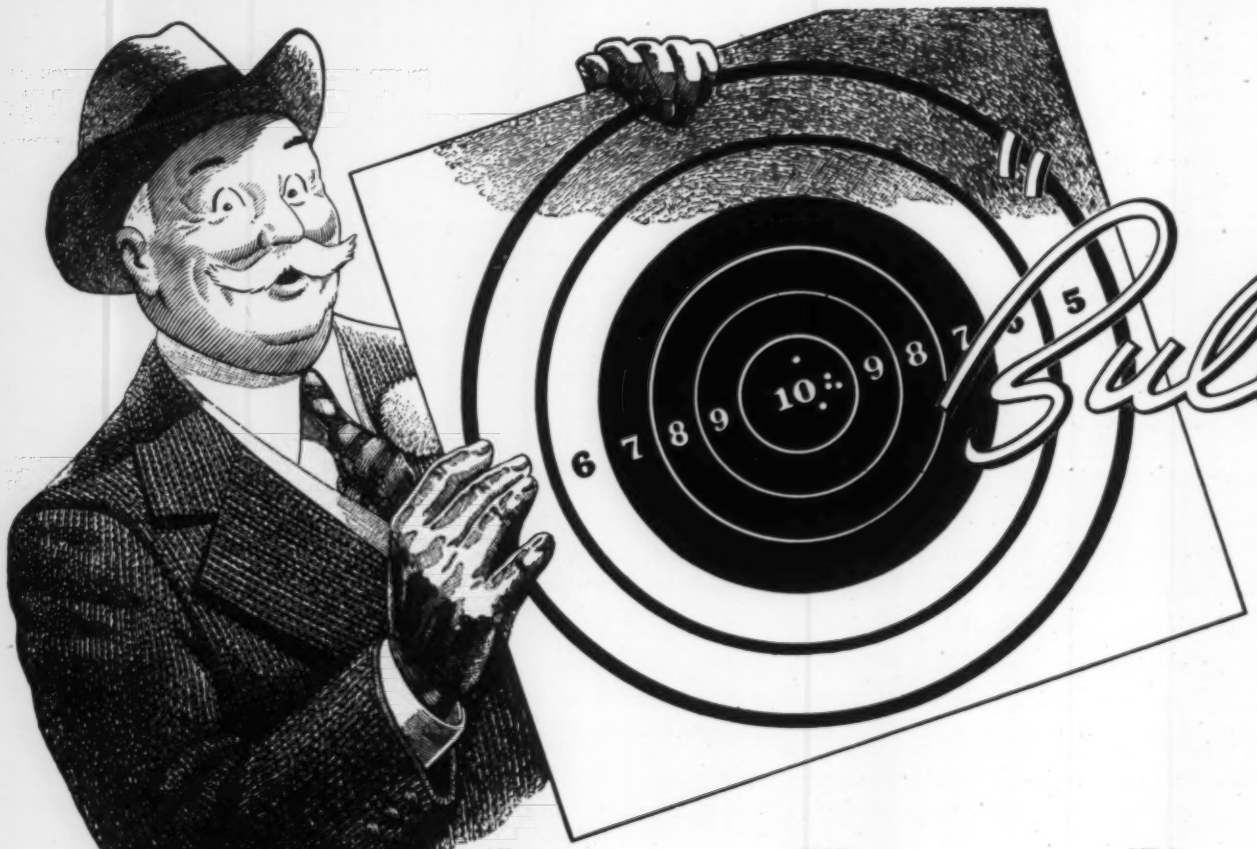
So don't call the Yankee farmer
a cold customer.
He should be at the top of your list!
So should the station
that sells *more* things.
to *most* New Englanders,
in city and country alike:
WBZ in Boston town!

WBZ Boston's 50,000 Watt NBC Affiliate

(synchronized with WBZA, Springfield)

WESTINGHOUSE RADIO STATIONS Inc. • KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



Bulls-

is

Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Boston-Springfield	WBZ-WBZA	NBC
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Wayne	WOWO	ABC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Philadelphia	KYW	NBC
Pittsburgh	KDKA	NBC
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
San Diego	KCBQ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS
Terre Haute	WTHI	ABC

Television

Baltimore	WAAM	Minneapolis-St. Paul	WTCN-TV
Fort Worth-Dallas	WBAP-TV	New York	WPIX
Louisville	WAVE-TV	St. Louis	KSD-TV

s-Eye Radio"

is FUNCTIONAL RADIO

WE have no complaint with "prestige" advertising, or with "institutional" advertising, or with any other kind. But best of all we like the functional kind of advertising that gets in and helps solve specific sales problems.

So far as radio is concerned, Bull's-Eye Radio (National Spot) is the *one truly functional kind of advertising.* It doesn't have to speak with the same voice, or with the same sales message, to the entire nation. No matter what the problem, national spot can meet it directly, without generalizations about local sales advantages, or anything else.

Free & Peters helped pioneer this functional type of radio in 1932, and we've worked at it intensely ever since. We believe we know all its strong points as well as its weak ones, and we'll be glad to tell you all we know. How about *now*?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

Everyone's Contented In The Piedmont . . .

From proud bovine beauties to hustling textile tycoons, there's a feeling of well being in the WSPA Piedmont area. Healthy, contented cows feast on the good, green grass of this fertile country. Well-pleased dairy farmers brag about their average of 1,765 gallons of rich, nutritious milk daily—justly boastful of their share in the 226 million dollar income that farmers draw from this land of plenty.

People in Spartanburg County are a busy lot. But, we're satisfied. Super-abundant natural resources reward efforts most satisfactorily. Rural and urban enterprise combine pleasantly to balance our billion-dollar economy.

It's a happy thought that when Piedmont people go to market they're backed by a budget to the merry tune of $1,054,811,000.

And for the past nineteen years, they've gone to market over WSPA, South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.

John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

New Business

ROBERT HALL CLOTHES, New York, through its agency Sawdon Adv Feb. 21 started use of daily quarter-hour programs, announcement chain breaks on WCKY and WCPO, both Cincinnati. It is special week intensive institution advertising campaign promoting move of o firm's salesrooms to new locaton. After two-week campaign, year-round motional advertising of equal intensity will be instituted.

AIR KING PRODUCTS Co. Inc., New York (television and radio sets and recorders), appoints Joseph Katz Co., New York, to handle its advert Agency currently surveying and studying field to investigate possibiliti "advertising TV by TV." Radio also being studied as possible medium.

DUNCAN COFFEE Co., Houston, Tex., appoints Leche & Leche, Dalla handle $1 million advertising account. Radio to be used.

PACIFIC CHEESE Div., Borden Co. (dairy products) begins 13-week TV paign on four Los Angeles stations—KNBH KTSL KTLA KTTV. Camp to be expanded March 1 to include spots and participation shows on AM tions in San Francisco and Portland. Agency: Young & Rubicam, San F cisco.

EDIBLE OIL INSTITUTE Inc., New York, (formed by group of oil packe protect industry against packers who dilute or misrepresent products) points Gunn-Mears Agency, New York, to handle advertising campaign. radio will be used in major eastern cities to launch campaign, with English and foreign-language stations to be used.

WINE ADVISORY BOARD, New York, representing California Wine Gro joins the *Dione Lucas' Cooking Program,* CBS-TV, Thurs., 8-8:30 p.m participating sponsorship. Contract signed through J. Walter Thompson New York. Other sponsor, **SCOTT PAPER Co.,** Chester, Pa.

BRISTOL-MYERS Co., New York (Ipana toothpaste), effective March 29 sponsor television puppet show *Lucky Pup* on CBS-TV in New York onl Tuesdays and Thursdays. Program aired Mondays through Saturdays 6:45 p.m. Agency: Doherty, Clifford & Shenfield, New York.

STANDARD OIL OF INDIANA to sponsor broadcasts of Golden Gloves Chi land finals and international bouts March 4 and May 28 on WGN Chicago state high school basketball tournaments on WIRE Indianapolis and K Mason City, Iowa. Firm also renews 10 news and sports shows on W Chicago, KOA Denver, WWJ and WJR Detroit, KCMO and WDAF Kansas WTMJ Milwaukee, WOW Omaha and KFBI Wichita.

MILES LABS., Elkhart, Ind. (Alka Seltzer, One-A-Day Vitamins), exp sponsorship of *Quiz Kids,* telecast Tuesdays, 8-8:30 p.m. (CST) on W (NBC) Chicago, to WWJ-TV Detroit and WNBK Cleveland, March 1. AM is aired on NBC Sundays, 3-3:30 p.m. (CST). Agency: Wade Adv., Chi

Network Accounts • • •

COLGATE-PALMOLIVE-PEET Co., New York (Halo shampoo), March starts five weekly quarter-hour audience participation series *Your Stand-i* 10 CBS California network stations, Mondays through Fridays, 4:15-4:30 (PST). Contract for 52 weeks. Agency: Sherman & Marquette, New Yor

UNION OIL Co., of Calif., Los Angeles, cancels *Fleetwood Lawton* newscast all Don Lee and four Arizona stations effective April 22. Agency: Foote, & Belding, Los Angeles.

MAGNOLIA PETROLEUM Co. to sponsor Texas high school basketball p offs over Texas State Network March 5 and 12. Agency: Ratcliffe Adv., Da

MILLER BREWING Co., Milwaukee, begins sponsorship of half-hour we show starring Lawrence Welk, June 6 for 13 weeks on minimum of 20 midwest stations. Mr. Welk will broadcast from cities in which he will t Agency: Klau, Van Pietersom, Dunlap & Assoc., Milwaukee.

Adpeople • • •

WILLIAM V. SHAFTNER, formerly with Pacific American Steamship A joins Wine Growers Guild, Guild wine, Lodi, Calif., as advertising and pu relations director.

EMMANUEL KATZ, vice president and sales manager of San-Nap-Pak Co., New York, for past 15 years, elected president and a director of comp Announcement came from **LOWELL M. BIRRELL,** chairman of the bo Mr. Katz directs company's advertising and merchandising program.

THAT LOCAL PITCH GETS 'EM

RAY MOFFETT
"Musical Clock", 6:00-9:00 A.M.

BETTIE McCALL
"Your Friendly Neighbor"
10:00-10:15 A.M.

Take HAL VICTOR, for instance---the wagster of the keyboard. He knows Baltimore and Baltimore knows Hal. His fifteen minute strip at 5:30 P.M. is completely wacky---but it's bright and fresh and full of original material---and the talk of the town. Then there's RAY MOFFETT and BETTIE MCCALL, solid citizens with a solid following and a list of "success stories" a yard long.

When your product needs a good local pitch, these "local folks" can do you a lot of good. *Your Raymer representative can tell you more.*

WCAO

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

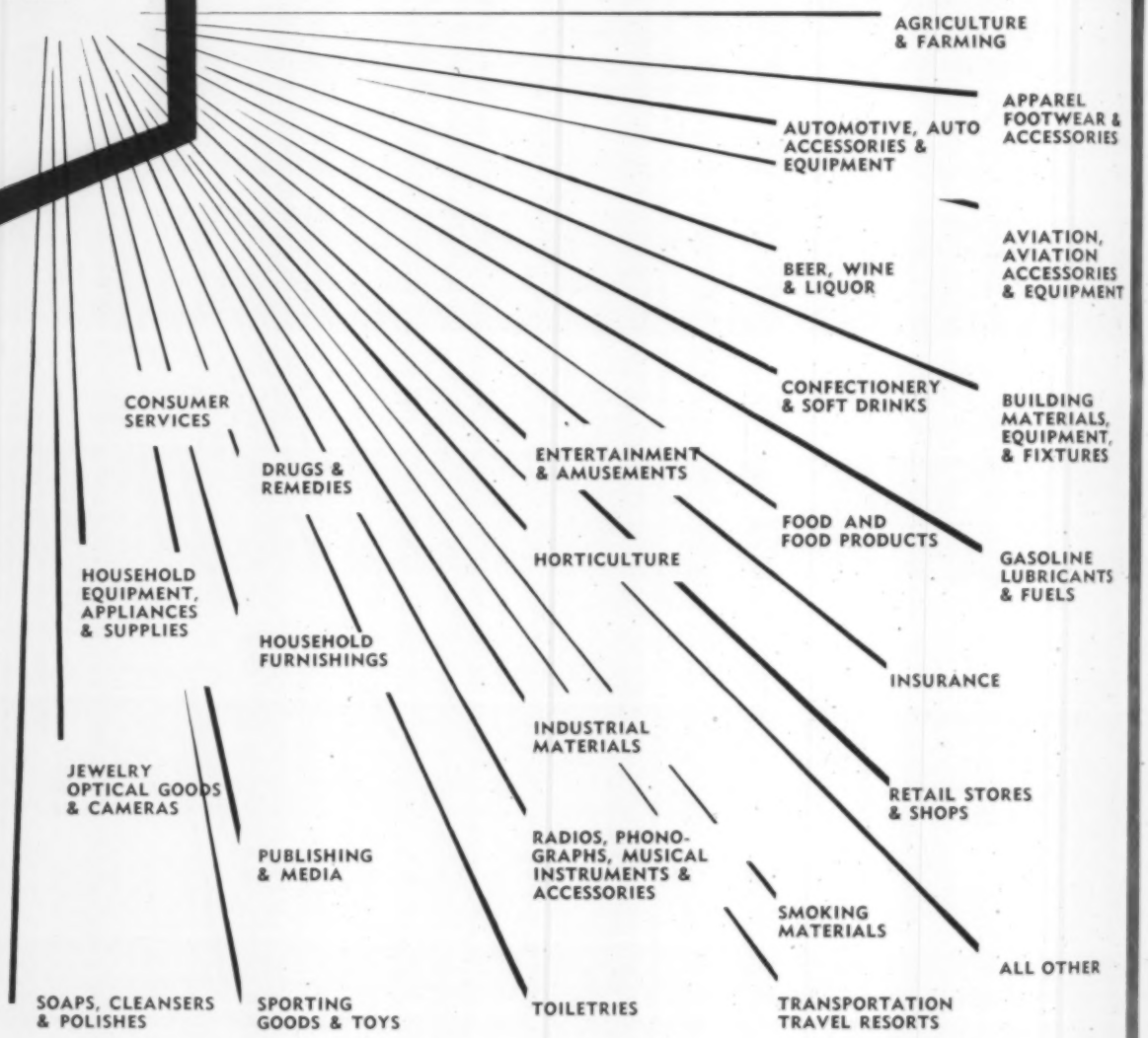
a BROADCASTING

FIRST

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

April 11th

. . . 1948 SPOT an



1949 NAB CONVENTIO

- 18,000 CIRCULATION
- REGULAR RATES AND SIZES
- DEADLINE MARCH 21, 1949

Who Spends What... Where... and How?

NETWORK PRODUCT ANALYSIS

AN EXCLUSIVE BROADCASTING COPYRIGHTED FEATURE

National (and regional) spot sales in 1948 nudged the charmed $100 million level for the first time.

Who spent what, where . . . and how?

BROADCASTING will supply these answers in its NAB Convention issue, April 11. It's the key to sound radio buying—an insight into what others are doing.

For the first time network and national spot billings of $239 million will be broken down into 27 product groups—a survey that will help the nation's agencies and advertisers to plan more effective spot schedules.

And that's not all.

The spot survey will supplement BROADCASTING'S network commodity analysis inaugurated in 1947, and which goes into its third edition in the 1949 NAB Convention issue.

And even that's not all:

The convention issue will include:

- Transcription trends and developments
- TV film syndication; Best Sellers; Costs
- Full Coverage AAAA April Convention.
- Plus features built around NAB convention.

For the alert agency and advertiser, the NAB Convention issue is a Thesaurus of vital time-buying facts never before available in one volume. For the alert broadcaster (for anyone with anything to sell in Radio-TV) the NAB convention issue is a MUST—dollar for dollar the best advertising value of 1949.

Guaranteed circulation: 18,000 (2500 above paid subscription minimum) to meet expected extra copy demands. Deadline is March 21. Regular rates and sizes prevail. Write, wire or call (collect) today.

ISSUE APRIL 11th

BROADCASTING
TELECASTING

The Newsweekly of Radio and Television

NATIONAL PRESS BUILDING WASHINGTON 4, D. C.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Ad Council Thanks

EDITOR, BROADCASTING:

At the last meeting of the board, the directors unanimously voted that the [The Advertising] Council express its very sincere thanks for the recent and valuable contribution of space given to our American Economic System Campaign by BROADCASTING. As in the past, we are deeply grateful for the continuing support rendered by magazines throughout the country who, to date, have played such an important role in The Advertising Council's activities.

All members of our board are well aware that the outstanding cooperation on the part of your publication and others was primarily responsible for getting this important program off to a flying start. Likewise, they are aware that as a result of these efforts, millions are being informed of certain important and basic facts concerning our unique economic system and what makes it function.

It is our hope that national advertisers will continue to use liberally the medium of magazines in the task of helping to create a better understanding of our system during the critical times that lie ahead. We feel certain that you join us in the belief that it is imperative that more Americans understand the operation of the system under which we live and of which we are all beneficiaries.

Again, we wish to take this opportunity to thank you, personally, for your timely and generous help.

T. S. Repplier
President
The Advertising Council
New York.

* * *

'Top of My List'

EDITOR, BROADCASTING:

. . . The excellent job [Respects, BROADCASTING, Jan. 17] . . . is nothing more than could be expected from BROADCASTING. Since my first NAB convention at the Sherman Hotel, Chicago, in 1936, it has been at the top of my list in the trade publications field.

J. Neil Reagan
McCann-Erickson
Hollywood

* * *

'Most Informative'

EDITOR, BROADCASTING:

. . . I . . . continue reading BROADCASTING diligently as I have done in the past. It's a most informative publication.

Jane McKendry
Needham, Louis & Brorby
Chicago

* * *

Quick Results

EDITOR, BROADCASTING:

Within a few days after the release of the 1949 YEARBOOK, we received several inquiries about our service. Since this is the only official listing this organization has had as yet, we think this is another example of the tremendous value of BROADCASTING and its publications.

Len Segall
General Manager
Sels Productions
Chicago

* * *

Zenith (cont'd)

EDITOR, BROADCASTING:

Thanks for your adroitness in publishing the Kobak article directly following the criticism of Zenith FM ad. Mr. Webb evidently fails to recall that there is only one WEFM in the United States and our coverage is under 150 miles and our advertising of this station is confined to Chicago. May I have permission to reprint with credit your article on the Zenith ad and the following article by Kobak on the Code? I thoroughly enjoyed Mr. Webb's comments because of their inconsistencies.

E. F. McDonald Jr.
President
Zenith Radio Corp.
Chicago

[EDITOR'S NOTE: Commdr. McDonald's telegram refers to a story [BROADCASTING, Feb. 21] on a Zenith ad for its FM station WEFM. The ad was criticized by Maurice B. Mitchell, NAB director of broadcast advertising, and Frank V. Webb, general manager of KFH Wichita, Kan., for its implied criticism of commercial radio. A speech on NAB Code observance by Edgar Kobak, MBS president, was reported on the same page. Further editorial comment on page 34.]

* * *

Good Service

EDITOR, BROADCASTING:

How do you guys do it? I never realized BROADCASTING went to press on Fridays until I was in your office last week. It's [BROADCASTING] on my desk every Monday . . . which is phenomenal mail service. P.S. You're doing a swell job for the whole industry.

Bill Grove
KFBC
Cheyenne, Wyo.

Ready Made to
Start Selling For Your Client

Bill Gordon's
"1340 CLUB"

4:45 p.m. to 5 p.m. CST Segment
Mondays thru Saturdays

WHHM	Sta. B	Sta. C.	Sta. D.	Sta. E.	Sta. F.
7.2	6.5	3.1	1.6	1.1	1.1

Source: Hooper Continuous Measurement

WHHM
Independent - - but Not Aloof
Memphis, Tennessee

Member Association of Independent Metropolitan Stations

Patt McDonald, manager
FORJOE & CO., representatives

Report on Good Taste

EDITOR, BROADCASTING:

I am enclosing an advertisement which appeared in the *Washington Daily News* . . . Feb. 2, page 20 which might be cited in evidence in any future discussion of comparative good taste in newspaper and radio advertising. I don't believe any radio station, under any circumstance, would accept such copy. I don't want to victimize the

ADVERTISEMENT

BOWEL CLEANING POWER OF INNER-AID MEDICINE

One man recently took INNER AID three days and said afterward that he never would have believed his body contained so much filthy substance. He says his stomach, intestines, bowels and whole system were so thoroughly cleansed that his constant headaches came to an end, several pimply skin eruptions on his face dried up overnight, and even the rheumatic pains in his knee disappeared. At present he is an altogether different man, feeling fine in every way.

INNER-AID contains 12 Great Herbs; they cleanse bowels, clear gas from stomach, act on sluggish liver and kidneys. Miserable people soon feel different all over. So don't go on suffering! Get INNER-AID. Sold by all drug stores.

The ad in question.

Washington Daily News as a particularly horrible, example, but after all it has a circulation of more than 100,000 in the Nation's Capital, so newspaper defenders could hardly brush off this particular advertisement as being taken from a non-representative country weekly.

C. M. Keller
Manager, Newsroom
WRC Washington

* * *

Stock Quotation

EDITOR, BROADCASTING:

. . . It might be of reader interest if BROADCASTING published weekly quotations of radio stocks sold on the stock exchange, curb exchange, and over-the-counter markets.

Among those which might be included are: RCA (National Broadcasting Co.); Columbia Broadcasting System; WJR, The Goodwill Station; American Broadcasting Co.; Baltimore Radio Show; Monumental Radio Co.; and similar listed issues.

Figures could be obtained as of the close of trading each Friday preceding the date of publication of BROADCASTING.

Raymond Adams
P. O. Box 633
Radford, Va.

[Editor's Note: The more active radio stock closing prices are published widely in daily papers. Since BROADCASTING publishes once a week it seems we would run a poor second to our daily cousins on this service. We have innate horror of being second.]

* * *

Where Is Television?

EDITOR, BROADCASTING:

If figures don't lie, I can believe anything now. According to a bulletin which I received in the mail today, the AM potential audience decreased 28.5% in 1948 and the FM potential audience increased 35% due to the fact that 1,590,000 FM sets were sold in 1948 and *only* eight times as many AM sets were sold. Where does television fit into this picture?

I have been predicting for some time that in less than ten years television would cause blind commercial radio to become virtually extinct. However, you can pay your money and take your choice now. Figures can prove that television is a dead duck already. Or, if you prefer television, just assume that FM and AM stations no longer exist.

Julian F. Skinnell
Operations Manager
WLBR Lebanon, Pa.

Recalls Radio Days

EDITOR, BROADCASTING:

. . . From 1934 to 1940 I was director of public relations for the Crosley Corp. and had an important part in establishing good will between the newspapers and radio in regard to newscasts. It was through my efforts that it was agreed to permit the baseball games of the Cincinnati Reds to be broadcast on the radio, with radio stations WSAI, Crosley owned, and WCPO owned by the *Cincinnati Post*, broadcasting the games. Red Barber was assigned by WSAI to do the broadcasting for that station and Harry Hartman for WCPO . . .

James W. Beckman
Real Estate Broker
Cincinnati

Appreciative Mother

AN ASHEVILLE, N. C., mother, Mrs. W. Roy Mozingo, wrote WWNC Asheville to explain how one of her three sons thought listeners had to pay stations for programs and to express her thanks for the free entertainment radio gives. Mrs. Mozingo was discussing some household bills, she said, when one of the boys, five years old, asked, "Mother, how much is your bill for radio programs?" "It made me think," Mrs. Mozingo commented, "why I do not have to pay at all for the delightful radio programs. And what a privilege it is to . . . hear your fine programs and have the cultural and educational advantages [radio] gives my . . . sons."

15 YEARS OF SERVICE TO RADIO . . . .
BY TRANSRADIO PRESS
"Radio's Own News Service"

On March 1, 1934, Transradio sent out its first dispatches to radio clients.

That day marked the beginning of the end of restrictions aimed at the control of news on the radio and the birth of Radio's Own News Service. Transradio has steadfastly maintained the quality and integrity of its news report; its guiding formula: **DIRECT** coverage for radio.

Transradio has expanded to a two-wire operation and now offers DOUBLE service to radio—a **complete general news wire,** with special Washington coverage, PLUS **an all-Sports teletype service** . . . . both fast, complete, accurate, independent!

Transradio has scored many firsts. **First** to speed up teletype delivery; **first** to bring down news service costs by winning a reduction in rates for news wire and teletype facilities; **first** in the fight to win complete recognition of radio newsmen in Washington and elsewhere.

We pledge ourselves to the principle that radio should have a completely independent source of news. We are ready to help solve your news problems, to do so at a moderate cost. **For more information, write or wire.**

TRANSRADIO PRESS SERVICE INC.
521 FIFTH AVE.
NEW YORK CITY

Remember the story about...

Manhattan Island

that grew into the

World's Greatest City

The phenomenal growth of New York City is not unlike the growth of W-W-D-C in Washington. It started out small and then it grew—and grew—until today it's the red-hot buy in this rich market. Your sales message over W-W-D-C will get quick, profitable results. Call in your Forjoe man and get the whole story today

WWDC

AM-FM—The D. C. Independent

Represented Nationally by

FORJOE & COMPANY

Feature of the Week

THE MAYOR of Odessa, Tex., an oil boomtown on the western range, proclaimed Feb. 12 as "KECK Day," and handed Ben Nedow, owner of the 1 kw daytime station, a parchment which read:

"Radio Station KECK has earned an enviable place in the commercial and civic life of Odessa and the Permian Basin during the time it has been on the air.

"It has contributed much toward drawing together the peoples of this area in a mutual feeling of high purpose for the continued progress of the world's greatest oil center.

". . . I further call upon the listening public of Odessa to observe KECK Day with appropriate listening."

Civic leaders joined in saluting Mr. Nedow in a special broadcast, and for the first time he spoke into the mike on his own station.

Mr. Nedow's accent was not a local one, for as radioman and citizen, his story is unusual. Born in western Poland 43 years ago, he came to the United States when he was 16. With a smattering of business training obtained at B.

L to r, standing: Mr. Nedow, Mayor A. P. Brown, of Odessa, and Roy Elsner, KECK announcer; seated, John Vacca, station's chief announcer.

Altman's, New York ("I did a little of everything"), he opened a furniture store in Odessa.

Today, his People's Furniture

(Continued on page 54)

On All Accounts

IN THE SPRING of '46, the records reveal, Willson (Bill) Tuttle was named vice president in charge of radio and television for Ruthrauff & Ryan, New York. Rumor is he shook hands all around.

The latter item was probably the most newsworthy fact of the occasion, for, while his election was somewhat foreordained by his service and talent, Bill Tuttle—in the phrase of an enthusiastic if grammatically casual admirer—"is the least hand-shakingest fellow I've ever seen in this business."

BILL

But down-to-earth Bill Tuttle once had his day with the stars. Portraying the lead in a Blackfriars production at the U. of Chicago in 1932, the handsome collegian was seen and signed by a Hollywood talent scout for Fox films.

A year with Fox convinced Bill that he would never supplant "Silver" (a name bigger than "Trigger" in those days), so he came east, but with an Oscar. However his Oscar had a surname, and it was Serlin. He appeared in several Broadway productions for the producer, but one day, after serving an apprenticeship at a Fitzpatrick Travelogue in a 42nd Street theatre, Bill felt qualified to apply for and secure a job with a travel bureau as cruise conductor on a voyage to Bombay.

After exhausting India and Europe he returned to New York in the spring of '37 to join WOR as staff announcer, director, and later, nighttime manager.

Two years later he joined Ruthrauff & Ryan as a freelance director and handled the directorial chores on *Big Sister* and *The Shadow*. Soon afterwards he joined the agency's staff as director and producer in charge of Canadian operations. In 1941 he was named head of daytime operations for R & R.

He left the agency in '42 for one year when he was associated with A & S Lyons, theatrical agents, in charge of the New York office. When he returned to R & R in '43 he was placed in command of talent and new program development. Three years later he was named vice president in charge of radio and television.

In his present position he supervises *Amos 'n' Andy*, Lionel Barrymore in *Mayor of the Town*, Gene Autry, *Aunt Jenny* and *The Shadow*, as well as the Canadian spot business for Pepsodent and Lipton, and programs for Lifebuoy,

(Continued on page 57)

for profitable selling— INVESTIGATE

WDEL WILMINGTON DEL.

WGAL LANCASTER PENNA.

WKBO HARRISBURG PENNA.

WORK YORK PENNA.

WRAW READING PENNA.

WEST EASTON PENNA.

Represented by

ROBERT MEEKER ASSOCIATES

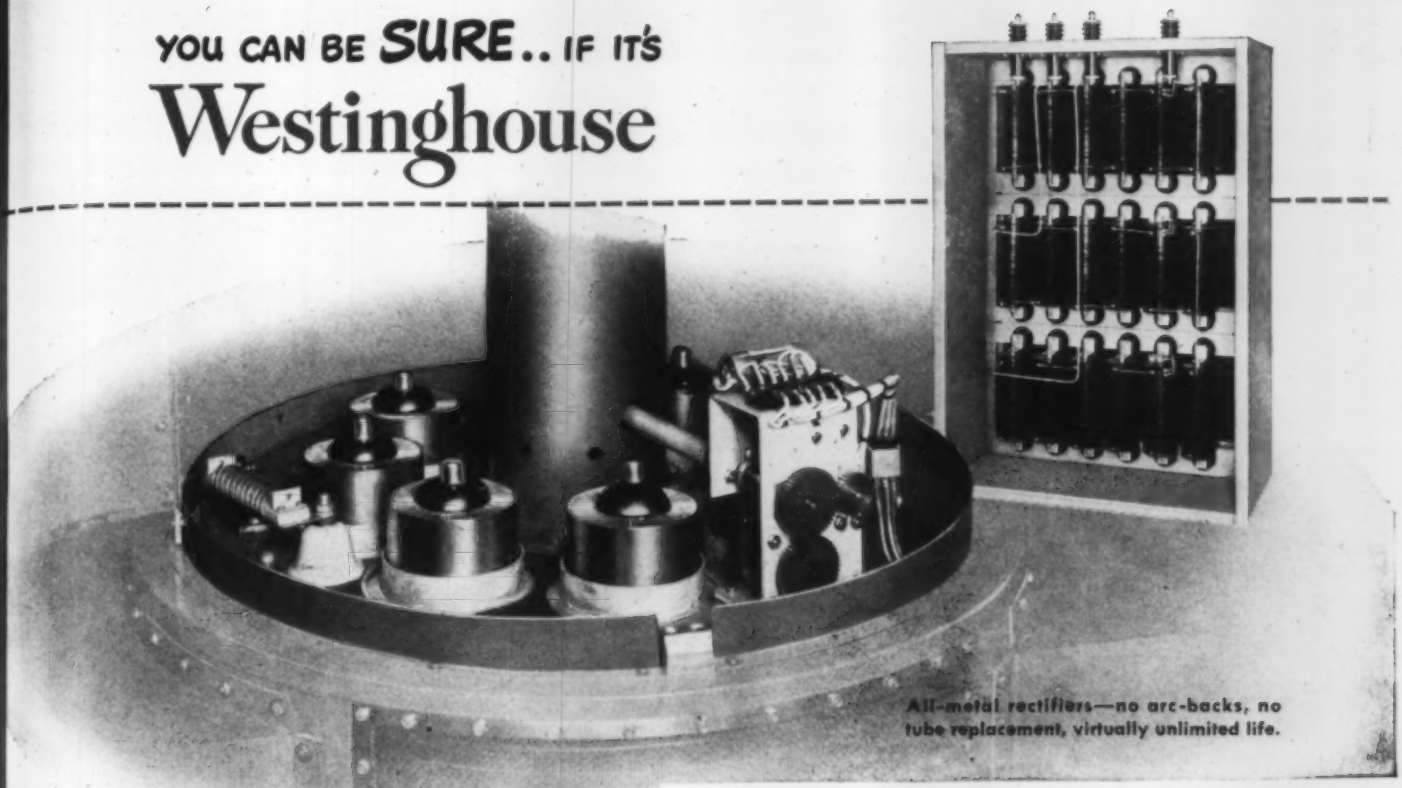
New York • Chicago

San Francisco • Los Angeles

STEINMAN STATIONS

YOU CAN BE **SURE**.. IF IT'S

Westinghouse



All-metal rectifiers—no arc-backs, no tube replacement, virtually unlimited life.

CUT COSTS 4 WAYS...

with the Revolutionary "SYMMETRON"*

Every major operating cost, *plus* installation cost, is significantly reduced with the "SYMMETRON", the new Westinghouse 50-kw FM amplifier.

1. **TUBES:** Lightweight, plug-in triodes identical with those in Westinghouse 10-kw driver. Save better than 50% on initial tube cost and replacements!
2. **POWER:** High efficiency "SYMMETRON" reduces your power bill. Saves you up to $1,000 a year.
3. **INSTALLATION:** Low-voltage, air-cooled components eliminate need for fireproof vault and high-voltage enclosure. Reduce transmitter building costs.
4. **RECTIFIER:** Dependable, long-life, metallic main rectifier eliminates high-voltage, mercury-vapor tubes. Saves on tube replacement and outages.

Get all the facts if you are going to 50-kw operation. Call your local Westinghouse representative today, or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa. J-02168

*Trademark

Westinghouse

FIRST IN BROADCASTING

to better serve Greater Miami...

Keeping pace with the fast-growing South Florida area* WQAM -- Miami's First Station -- has installed entirely new facilities–complete from studio controls to transmitter tower...New studios in Miami's most modern office building...The latest and finest General Electric transmitting equipment,both AM and FM...A new 400-foot non-directional tower located in the population center of Greater Miami...all combine to make WQAM the strongest, clearest voice in South Florida. Too, program and audience measurements show WQAM with the highest "Hooper" in its 27-year history, and the lowest cost per listener in this thriving year-round market.

**Greater Miami and 15 surrounding counties.*

Miami's First Station

WQAM

WQAM · FM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION

★ OWEN F. URIDGE, General Manager ★ JOHN BLAIR & CO., National Representatives

BROADCASTING
TELECASTING

Vol. 36, No. 9 WASHINGTON, D. C., FEBRUARY 28, 1949 $7.00 A YEAR—25c A COPY

AVCO CONFUSION

Transfer Headaches Are Compounded

By RUFUS CRATER

MAJOR CHANGES in FCC's procedure for handling broadcast applications—including repeal of the Avco Rule—were proposed by the Commission last Wednesday. The proposal would require advertising of most broadcast applications and establish 90-day cut-off dates for mutually exclusive requests.

The competitive bidding which marks the Avco Rule on station sales would be abolished. But the rule's advertising principle would be extended to commercial AM, FM and TV applications for new stations and renewals; changes in frequency, power, hours of operation or antenna pattern, and the moving of stations from one community to another, as well as to transfer cases.

The advertising, intended to make sure that the listeners get a chance to be heard on local radio applications, could be by radio and newspaper, or by newspaper alone, in the applicant's discretion.

It would start when the applicant is notified his application has been accepted and would last for three weeks—twice a week in a locally circulated newspaper, or once a week by newspaper and once a week via a local station (between 8 a.m. and 10 p.m.).

90 Days to File

Would-be applicants would have 90 days (starting with the date of the first advertisement) in which to file mutually exclusive applications. Those filed after the 90-day period would be dismissed and could not be refiled until the original application was denied or dropped, or, if granted, until the grantee applied for renewal of license or for changes in facilities under certain conditions.

Copies of advertised applications would have to be made available for local examination.

The Commission invited comments on its proposals until April 4 and said it would call for oral argument if the comments warrant, even though this was not required. The "substantial nature" of the changes prompted the desire to get industry's views in advance, the FCC explained.

The rules would apply to applications filed after the effective date, which wasn't indicated, but the 90-day cut-off provision would also be applicable to pending cases.

The latter would start advertising when the rule became effective, but the Commission would proceed with processing and act on them before the end of the 90-day period if possible.

A proposal to dismiss all applications that are inconsistent with FCC rules, the Communications Act, or international treaties—subject to hearing if requested—would apply to all applications pending when the rules go into effect.

Renewal Procedure

Renewal applications filed after the effective date would be subject to the new renewal procedure only in the case of licenses due to expire on and after a certain date in 1949, yet to be specified.

Comr. Robert F. Jones opposed the cut-off procedure, and Comr. Rosel H. Hyde favored issuance of the proposed rules "only for the purpose of obtaining comments and views of interested persons on this subject as a possible means of dealing with the large backlog of cases pending before the Commission." Comrs. George E. Sterling and Frieda B. Hennock did not participate.

FCC made clear that it intends to repeal the Avco Rule if its new proposals are adopted. Thus would end the 3½-year-old and frequently attacked policy of inviting public bids on stations up for sale. The bidding procedure would apply to all transfer cases filed before the new rules are adopted, however.

Rule Exemptions

Thereafter, transfers would be advertised but no competing bids accepted. Only exception to the advertising procedure would be transfers from individuals to corporations, or vice versa, where there is no change of control and "no substantial changes" in ownership, and involuntary transfers in death cases. These are currently exempt from the Avco Rule.

The 90-day cutoff would apply not only to mutually exclusive applications, but also to (1) petitions to amend the rules if amendment would adversely affect a pending application, and (2) applications which would cause interference within the normally protected contour contemplated by a pending applicant, or which would suffer such

(Continued on page 44)

It's This Way . . .

PRIVATE radio lawyers were jumping when FCC released its proposal to adopt new procedural rules and establish cut-off dates for mutually exclusive applications (story, this page). The proposal anticipated repeal of the Avco Rule permitting public bidding on stations up for sale. This would be accomplished, FCC's announcement said, by repealing Rules 1.321 (b) through (e). Only trouble, radio lawyers reported, is that bidding procedure is set up in 1.321 (a). Top-level FCC officials quieted the tempest with assurances that the Commission didn't mean precisely what it said: What it meant was that the bidding procedure would be abolished, regardless of what it said.

NBC WAR COUNCIL

Group to Plan Strategy

REPRESENTATIVES of 170 NBC affiliates will gather at Chicago's Stevens Hotel today and tomorrow to be briefed by top executives on future NBC plans in the growing competition of radio and television.

At NBC headquarters in New York last week it was reported that every network affiliate would be represented at the special meeting which was called at the insistence of the network's Stations Planning and Advisory Committee.

SPAC urged that in view of the avid interest of the stations in NBC's plans to cope with mounting competition the unusual two-day session was needed.

Outline of Policies

Niles Trammell, NBC president, will begin the briefing today (Feb. 28) with an outline of the policies which NBC will follow in meeting the future bereft of many of its veteran programs and stars. Mr. Trammell is expected to propose a basic policy trimmed down to fighting weight.

Among encumbrances which NBC will abandon will be its former stand against giveaways and against the broadcast of crime programs at hours when children are listening.

Mr. Trammell, it is believed, will advise the stations that in the knock-down battles ahead the network cannot afford to be restricted by binding rules which, in NBC's opinion, have proved to serve no ethical purpose.

He is expected also to advise the affiliates that NBC has earmarked a substantial sum of money for the development and exploitation of new programs. He will say, it is reported, that NBC is prepared to match CBS dollar-for-dollar in program building, but is not willing to invest all these funds in a few parcels.

NBC, rather, will seek to build comparatively low-budget shows, within easier reach of advertisers. Although NBC is not selling radio short, it is aware that AM networks are at or near the peak of their economics, Mr. Trammell will reportedly say. Its intention therefore is to build low-cost but popular radio shows which can be made into television properties.

After Mr. Trammell's talk, Charles R. Denny, NBC executive vice president, will unroll the NBC battle maps.

Mr. Denny will discuss the instrumentation of the policies. He is expected to unveil for the affiliates the list of prospective programs which the network has put into development since the CBS

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Monthly TELECASTING Insert Follows Page 50

RCA, NBC REPORT

Network Grosses $70 Million

NET EARNINGS of Radio Corporation of America in 1948 amounted to $24,022,047, $5,252,490 more than the $18,769,557 figure in 1947. The earnings were equivalent to $1.50 per share of common stock as compared with $1.12 per share the year before.

These figures were disclosed in the RCA 29th annual report released today by Brig. Gen. David Sarnoff, chairman of the board.

Gen. Sarnoff

Referring to NBC the report pointed out that the network maintained it's position as "America's No. 1 network" and stated that the 1948 revenue was the highest in its 22-year history.

RCA net earnings or profit was 6.7% of the gross income in 1948, compared with 6% in 1947. Total gross income from all sources amounted to $357,617,231, representing an increase of $43,593,659 over the $314,023,572 in 1947.

About 19.8% of the $357,617,231 came from operations of NBC. That subsidiary contributed $70,949,218 as compared with $65,690,991 in 1947, an increase of $5,259,217.

An increase in RCA dividend from 30¢ a share to 50¢, amounting to $6,928,522, was declared on Dec. 3, 1948. Regular dividends of $3,152,800 were paid to preferred stockholders. During the ten-year period, dividends paid to stockholders amounted to $65,074,717, or 53.4% of net profits after taxes. During the same ten-year period the net worth increased by $60,144,748 and now is $127,277,253.

Total earned surplus on December 31, 1948, amounted to $79,499,479, an increase of $13,940,725 over earned surplus at the end of 1947.

Assets of RCA and its domestic subsidiaries were $248,224,472, compared with $216,195,964 in 1947.

In the RCA division, which is the manufacturing unit of RCA the number of employes increased to a postwar high of 30,911 in December. Total RCA personnel numbered 41,791 representing an increase of 1,470 over 1947.

In the report, mailed to 206,193 stockholders, Gen. Sarnoff said:

"The year 1948 was a period of new achievement for the Radio Corporation of America in every phase of radio as a science, art and industry. Progress in television was particularly outstanding. The enthusiam of the American people for this new art has justified the years of pioneering as a service to the public."

Other highlights:

NBC—In 1948 total revenue from sales of network and station time was highest in its history. Indicating the growth of its television operations the report said that in January 1948, 33% of NBC video hours were sponsored. By the end of the year 63% were sponsored. "Every standard of appraisal demonstrates the constantly increasing effective use of television as an advertising medium," it was said.

RCA-Victor Division — All-time high volume of radio electronic products was produced in 1948. The inability to manufacture enough television sets in 1948 to meet demand probably will continue through 1949. Sales of the tube department reached an all-time high.

RCA Laboratories Division—Ultrafax development in 1948 was such that the day is foreseen when through television and ultrafax a radio newspaper may be delivered through the air into every home equipped with a television set, said the report. Ultrafax could deliver the equivalent of 40 tons of mail coast-to-coast in a single day. New and improved circuits and electron tubes and other materials were developed for AM, FM and TV receivers. New antennas were developed for radio and television.

RCA Exhibition Hall, New York —Interest in radio is such that more than two million visitors have been attracted to this display at Radio City, New York.

Warman Named

BRYAN (Dave) WARMAN, formerly with J. M. Mathes Inc., New York, as an account executive, has been appointed executive vice president of Warman & Co., Buffalo, it was announced by his brother, Robert B. Warman, president of the agency. While with J. M. Mathes, Mr. Warman handled many prominent national accounts in the automotive, building, drug, textile and packaging fields. He has supervised a variety of accounts in all important media, including motion pictures, radio and television.

LLOYD GRIFFIN

Becomes F&P Stockholder

LLOYD GRIFFIN, head of Midwest operations for Free & Peters national radio and television station representative, has become a stockholder in the firm, H. Preston Peters, president, announced last week.

Mr. Griffin

Mr. Griffin, who headquarters in Chicago, has been with Free & Peters four years. He previously was radio director of Knox Reeves Advertising. During the war he managed OWI operations in India. Other stockholders of Free & Peters are James L. Free, founder, Russel Woodward, executive vice president with headquarters in New York, and Mr. Peters.

SMITH DAVIS

Forms Small Station Div.

CREATION of a new department which will devote itself exclusively to the smaller radio and publication fields, was announced in Philadelphia last Tuesday by Smith Davis Corp., national station and newspaper broker.

Known as the Small Properties Division, the new service is designed to bring together buyers and sellers of small radio and newspaper properties.

The department "will provide a concentration of effort on such properties, which heretofore has been impossible, according to Albert Zugsmith, executive vice president of the firm. Alvin Freemount will direct the division, which will be located in the Philadelphia branch office, 317 S. 16th St. Larger properties will continue to be handled at the main office in New York City.

CBS GROSS

$366,579 Under Year Ago For '48 4th Quarter

COLUMBIA Broadcasting System Inc. had a total revenue of $19,229,632 for the quarter ending Jan. 1, 1949, an increase of $3,457,969 over the previous quarter but a drop of $366,579 over the similar period a year ago.

Figures for the most recent quarter were made public last week in a report to the Securities and Exchange Commission.

The report listed gross sales less discounts, returns and allowances at $5,162,594. Operating revenues less discounts and commissions were put at $14,067,038. At the network, it was said that operating revenues means income from sales of time and other services in connection with network activities, whereas gross sales is largely income from subsidiary interests such as Columbia Records Inc.

Summary of the current quarterly report and of quarterly reports of the past year follow:

QUARTER ENDED JAN. 1, 1949	
Gross sales less discounts, returns and allowances	$ 5,162,594
Operating revenues less discounts and commissions	14,067,038
Total	$19,229,632
QUARTER ENDED JAN. 3, 1948	
Gross sales less discounts, returns and allowances	$19,596,211
*Operating revenues less discounts and commissions	
Total	$19,596,211
QUARTER ENDED APRIL 3, 1948	
Gross sales less discounts, returns and allowances	$ 5,826,583
Operating revenues less discounts and commissions	12,850,180
Total	$18,676,763
QUARTER ENDED JULY 3, 1948	
Gross sales less discounts, returns and allowances	$ 3,001,883
Operating revenues less discounts and commissions	13,084,880
Total	$16,086,763
QUARTER ENDED OCT. 2, 1948	
Gross sales less discounts, returns and allowances	$ 4,504,117
Operating revenues less discounts and commissions	$11,267,546
Total	$15,771,663

* All revenues in this report, including gross sales and operating revenues were included in "Gross sales less discounts, returns and allowances."

Drawn for BROADCASTING by Sid Hix

"Due to circumstances beyond our control, the program originally scheduled will not be broadcast. . . ."

HANDS OFF

Managers Fear Federal Censors, TRENDS Finds

By ROBERT B. LUCE

MAJOR SHIFT in station manager opinion on legislative matters, apparently a result of a cloudy economic climate, was recorded in the 17th BROADCASTING TRENDS survey of radio executive opinion. The poll was conducted by BROADCASTING's Research Department.

The results:

- Broadcasters are increasingly fearful of monopoly in the radio art, and the majority favor government-enforced regulation of the ownership of stations.
- They are more than ever convinced, however, that government should have no hand in policing, regulating, or otherwise censoring program content.

Increasing economic pressure on the individual broadcaster has perhaps made him more anxious to avoid any legislative limitation on his commercial time sales, the length of commercial announcements, or the ratio of his station to network time. The same factors may be at the root of the expressed opinion that there should be a limitation of monopoly in radio station ownership.

A similar legislative poll of station manager opinion was taken in May 1947, thus it is possible to discover the shifts in radio executive thinking on legislative matters. The 1949 poll, as in the case of the 1947 poll, covered a representative cross-section of AM station managers and owners throughout the country. About 12% of all station managers responded—67% of the sample. The results of the 1949 and 1947 surveys are given for comparative purposes. (Table I)

The survey also showed a remarkable split in opinion on the clear channel issue. About half those polled felt that clear channels should be maintained. Of those who felt that they should be maintained, there was little sentiment for power in excess of 50 kw.

New Legislation Needed

Approximately four out of five broadcasters felt there should be new radio legislation in this session of Congress, and more than half the broadcasters felt Congress, not FCC, should tackle the clear channel issue.

On the need for new radio legislation, a conclusive 78% favored a 1949 model to replace the vintage '27 law under which broadcasters are now doing business. However, 15% felt that the present law is adequate, as compared with 9% in 1947. (Table II)

Many of those who said the present law was adequate felt that any new legislation might prove worse than the present law; and that sleeping dogs should be left to their slumbers.

Practically all broadcasters oppose legislation giving government power to regulate the ratio of commercial to sustaining programs, the length and content of commercial announcements, and the ratio of time that should be devoted to programs on controversial issues. (Table II)

A minority of 15% felt that there should be some control of the ratio of network to station time, and only one-fourth felt that giveaway programs should be eliminated by government fiat.

In the poll taken by BROADCASTING in 1947, the percent of broadcasters who were willing to submit to more stringent programming control was slightly higher than in 1949.

Clearly, sentiment on the whole is 80 to 90% against any such regulation.

The broadcasters were less emphatic, but certainly definite in their opposition to the ownership of large groups of stations by a single owner. About three-fourths of those polled indicated they would like to see limitation of the number of stations one owner may own.

Slim majorities of 52% and 51% respectively indicated they would like to see a similar limitation of ownership by newspapers and persons with other primary investments. This, too, reflects to an extent an economic fear of "squeeze" by well-financed corporations entering broadcasting, a field which is noted for the high percentage of small and independent owners.

Broadcasters were more fearful of monopoly than in the previous poll of a year and a half ago. The comparisons are shown in the tabulated results in Table I. In 1947 only 58% felt there should be limitation on the number of stations one owner may own, and only a third of all broadcasters polled felt that there should be limitation on newspaper ownership of stations.

There has been a sizable increase in the proportion of stations owned by newspapers since the end of the war, and it may be this manifestation of increasing publisher-broadcaster ownership that is responsible for the change in sentiment on this point.

Too Many Stations?

Many broadcasters commented on the increasing numbers of stations being granted by FCC and expressed the opinion that there should be some economic limit to new station construction. "The economic conditions should be taken into consideration before licensing more radio stations in a given community than can survive. Every community has its limit in advertising dollars," one southern broadcaster said.

The comment was repeated in several instances.

Clear Channel Sentiment

If the clear channel issue were to be settled according to the wishes of 50% of the broadcasters, clear channels would be maintained. But the vote was close—44% were of the opinion that clear channels should be broken down. Whatever the decision, 56% said Congress should be the group to make a decision, while 44% felt that FCC should do the job. (Table III)

Of those who said that clear channels should be maintained, the sentiment was 85% for the present 50 kw ceiling on power. A scant 6% indicated that the FCC should grant power in excess of that limit.

Again, there was a fear of bigness in a field which is largely characterized by smaller operations. One broadcaster said: "I voted for limit of clear channels to 50 kw and for limits on station ownership because I feel that the

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What the Broadcasters Told TRENDS

Table I
Provisions of a New Radio Law

Should the new law governing radio broadcasting provide for:	YES 1949	YES 1947	NO 1949	NO 1947	Don't Know or No Answer 1949	Don't Know or No Answer 1947
PROGRAMMING						
1. The establishment of a required ratio of commercial to sustaining programs?	6%	10%	91%	84%	3%	6%
2. Regulation of length and content of commercial announcements?	6	14	91	81	3	5
3. The allotment of a specified percentage of time to be devoted to programs on controversial issues?	6	10	90	84	4	6
4. The elimination of money giveaway programs?	23	16	74	73	3	11
5. The establishment of a required ratio of network to station time?	15	15	81	78	4	7
FINANCIAL & OWNERSHIP						
6. A formula to fix the price at which a station can be sold	4	6	95	90	1	4
7. The filing of annual financial statements	44	33	49	61	7	6
8. The limitation of the number of stations one licensee may own	74	58	24	33	2	9
9. Limitation of station ownership by newspapers?	52	36	45	58	3	6
10. Rules governing station ownership by licensees with other primary interests?	51	37	42	54	7	9
11. Rules governing multiple station ownership in the same area of different types of outlets (AM, FM & TV)?	31	*	42	*	27	*
FCC OPERATION						
12. Limitation of time, from the day an action is filed, within which a decision must be returned on any case before the FCC?	77	76	15	12	8	12
13. Rotation of the FCC chairmanship	48	50	32	25	20	25
14. Separation of the FCC into panels; one for broadcast, one for common carrier, one for special and safety services?	72	85	13	3	15	12

* No similar question in 1947 poll.

Table II
A New Radio Law?

	YES 1949	YES 1947	NO 1949	NO 1947	Don't Know or No Answer 1949	Don't Know or No Answer 1947
Do you believe that Congress should enact a new law governing radio broadcasting	78%	80%	15%	9%	7%	11%

Table III
The Clear Channel Issue*

Should Congress or the FCC determine the high power, clear channel issue?	Congress 56%	FCC 44%
Should the determination be to maintain clear channels?	Yes 50%	No 44% / Don't Know 6%
If yes, should maximum power be retained at 50 kw?	85	11 / 4
Power in excess of 50 kw?	6	86 / 8

* These questions not included in 1947 poll

Table IV
Future of FCC*

Continue as an independent agency	84%
Transfer to a government department with cabinet status	8
Combine with other agencies	8

* These questions not included in 1947 poll

STORM SERVICE

Radio Does Outstanding Job

WESTERN station personnel last week breathed sighs of relief for the first time since Jan. 2 as improved weather conditions brought tapering off in one of radio's most gigantic public service projects.

Since the beginning of the record breaking winter storms, stations throughout the area have performed yeoman's service. Spectacular accomplishments by individual stations have become the rule rather than the exception.

Last week the Army discontinued its "Operation Snowbound" in almost all stricken areas except for parts of North Dakota.

By Thursday, most of the main roads in the hardest-hit states—Nebraska, Wyoming and South Dakota—had been cleared, and station news and special events crews were recalled from remote assignments. Because of space limitations, only a relatively few of the many stations who contributed to radio's performance can be mentioned here.

E. S. (Bud) Neble, news director of KFAB Omaha, telephoned BROADCASTING that the snow level now is about 24 inches, compared with drifts of 15 to 20 feet three weeks ago. Only five Nebraska counties are still snowblocked, he reported.

Mr. Neble accompanied Maj. Gen. Lewis A. Pick, chief of "Operation Snowbound," on a 1,000-mile reconaissance flight Feb. 7. Late in January, he and Al Bates, studio supervisor, drove KFAB's station wagon 230 miles northwest to O'Neill and Stuart, where they set up headquarters at newspaper offices of the *O'Neill Frontier*. They made several broadcasts via a battery-powered FM and shortwave set.

Followed Bulldozers

For two days and two nights Messrs. Neble and Bates followed bulldozers through 15 and 20 foot snowdrifts recording interviews. Back in Omaha, a recap of the entire trip was aired, with a recording made for use by Gen. Pick. Still watching and reporting the blizzard, KFAB is now mapping plans for coverage of the forthcoming flood scene in the area.

After the first blizzard, KFAB newsmen recorded on-the-spot happenings from haylift planes. They also recorded a phone conversation with the mayor of Gordon, Neb., where 500 Indians were marooned.

Even before the situation was declared a national emergency, the WOW Omaha farm director, Mal Hansen, was making transcribed telephone calls to the isolated sections. As the situation become critical, a special crew, consisting of Mr. Hansen, Harold Storm and Cy Hagrman, was dispatched into the snowbound area.

Teaming up with the 10th Air Force, they covered almost 4,000 miles in an effort to keep the listeners posted as to the progress and success of the dropping of food, fuel, medicine and hay. In many cases the broadcast crew also became "hay-pushers," shoving the commodities out of the planes. The crew also worked with rescue units using helicopters.

Tom Barnes, sales manager of WDAY Fargo, N. D., said his station, although 100 miles "from the worst of it," sent out special events crews. Newsmen accompanied a National Guard haylift operation to snowbound Minot, 280 miles northwest.

* * *

KFXD Nampa, Ida., interviews Don Walters (third from l), reclamation engineer at Anderson Dam, after snowslides had demolished five homes and imperiled community of 500 persons in a canyon 1,000 feet below the dam. Snow-blocked roads had isolated the community for eight days before snowslides hit. Interview was conducted on rim of canyon Feb. 12 about 24 hours before roads were cleared. L to r: Ed Hurt, KFXD co-owner and chief engineer; Shirl Black, station's program director, Mr. Walters and three members of road-clearing crew.

KOLT Scotts Bluff, Neb., compiled lists of missing persons and broadcast until they were found. Bill Keene, sports announcer at KBOL Boulder, Col., interviewed Scotts Bluff residents visiting in Cheyenne from KFBC Cheyenne studios by arrangement with KOLT.

KOLT chartered a ski-equipped plane to rush aid for the sick and needy, rescuing on the first mission a couple stranded in a car two nights and a day at temperatures of zero to 10 below. The station scheduled hour-long news and special information roundups, and arranged for baby food and supplies to be flown to Gordon.

Farmers in the WGHL Billings, Mont., listening area relied on radio for weather reports and news. Their personal requests were broadcast by shortwave.

When the blizzard hit Utah and the state highway patrol's transmitter for its KUHP burned, KDYL Salt Lake City rushed emergency facilities to both city and state police to keep communications alive. Permission had recently been granted KDYL to install a direct line into the police dispatcher's desk for broadcasting emergency bulletins. Scheduled programs were interrupted frequently to air police warnings and directions to motorists, directly from the dispatcher's office.

KWGB, daytime outlet in Good-

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540 KC LIMIT

1 kw Maximum Suggested

A PROPOSAL "in general" to limit U. S. use of 540 kc to not more than 1 kw and to forbid its use altogether within 25 miles of some 224 specified government installations was advanced by FCC last week.

The plan was released, accompanied by requests for comment by March 28, "for purposes of assisting the Commission in making recommendations to the Dept. of State for a position to be taken internationally by the U. S."

Agreement Sought

Actual consideration of the use of the new broadcast frequency in this country, the Commission emphasized, cannot be undertaken until after the North American Regional Broadcast Conference scheduled for Canada in September. International agreement on use of the new channel is to be sought at that time.

The 25-mile, 1 kw policy is designed to protect operations in the 510-535 mc region, which under the proposal would be assigned to War and Navy mobile stations. Broadcasters on 540 kc also would be required to protect the 500 kc international distress frequency.

Power restrictions on 540 kc have been generally expected, in view of the wide-coverage characteristics of the channel [CLOSED CIRCUIT].

The Commission's proposal came at a time when Mexico which is already using 540 kc with about 5 kw, proposes to employ 150 kc eventually, and is resisting U. S. protests that the frequency should not, under the Atlantic City agreement which made it a broadcast channel, be put into service until after the NARBA conference in September [BROADCASTING, Oct. 25, 1948; Jan. 10].

In releasing its plan, the Commission proposed:

In the U.S., assignments to broadcasting stations for the use of frequency 540 kc will be made only on the condition that no harmful interference is caused to the mobile service operating in the band 510-535 kc, and on the further condition that no harmful interference is caused to the operation of auto alarms and other uses of the frequency 500 kc.

Insofar as concerns interference to stations in the band 510-535 kc, each application for the use of 540 kc will be reviewed with respect to interference which may be caused to the mobile service in the band 510-535 kc and to the uses of the frequency 500 kc, and the essential condition which must be met in each instance will be that, on an engineering basis, the power, location and antenna characteristics of the proposed broadcasting station will not cause harmful interference to these services.

In general, broadcasting stations on 540 kc with power of 1 kw or less and located more than 25 miles from the locations specified in Attachment C [list, below] may be presumed not to cause harmful interference to the mobile service in the band 510-535 kc; and, in general, broadcasting stations on 540 kc which do not produce a ground-wave field intensity in excess of 25 microvolts per meter and a 10% sky-wave field intensity in excess of 250 microvolts at any point along any seacoast adjacent to any body of water where the frequency 500 kc may be employed by the mobile service, may be presumed not to cause harmful interference to the use of 500 kc.

(For purposes of this plan, the term "seacoast" includes the shoreline of any bay, inlet, strait or sound frequented by ship stations authorized to operate on 500 kc.)

The plan was released in con-

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READY FOR CHICAGO

NAB Agenda Includes Atomic Revelation

By J. FRANK BEATTY

EIGHT-DAY NAB Convention Week program, April 6-13, followed by a scheduled two-day board meeting, will be marked by the most events and the most delegates of any of the past 26 industry meetings, plus an "important" address on atomic energy.

With headquarters at the Stevens Hotel, Chicago, the convention will consist of three separate meetings. The four-day Engineering Conference will open Wednesday, April 6, and run through Saturday (see complete agenda, page 48). The Unaffiliated Stations session will be held all day Sunday (see separate story of Unaffiliated Stations Executive Committee, this page).

The Management Conference will open Monday, April 11, at 12 noon with FCC Chairman Wayne Coy scheduled as speaker. General management meetings will be held in the Eighth Street Theatre, connected to the hotel, but all luncheons will be held in the Stevens. Committee meetings will be held at 9:30 a.m. Monday.

Insertion of atomic energy into the agenda of the Engineering Conference is of "outstanding importance," according to Royal V. Howard, NAB engineering director. The speaker will be Dr. Lincoln R. Thiesmeyer, executive assistant to the director of Brookhaven National Laboratory, Patchogue, L. I., one of the Atomic Energy Commission's regional centers for nuclear energy research. His topic is "Atomic Energy Is Here for Good."

Dr. Thiesmeyer

The talk on Friday is expected to cover use of atomic energy in industry and other peacetime applications. Much of the current nuclear research is known to be along practical industrial lines. During the war Dr. Thiesmeyer was head technical aide of the Office of Field Service, Office of Scientific Research and Development.

New to NAB conventions will be the night meeting to be held Monday. This session will be confined to an FM panel discussion to be programmed by the NAB FM Executive Committee. Management meetings will close Wednesday noon.

Television will be given close attention during convention week, especially at the engineering meetings where perhaps two-thirds of the papers deal with video developments.

On the other hand the management agenda places TV on the final morning though visual matters are expected to come up frequently during general discussions. The convention is scheduled to adjourn at noon Wednesday but if delegate interest in the subject justifies, the meetings can be continued into the afternoon.

In line with general industry thinking, the first general session Monday afternoon will be a workshop devoted to sales. Answers will be sought to problems created by growing intra-industry competition, including TV; increased pressure from promotion-minded printed media and what the association is doing about it. Ways of increasing business will be dramatically demonstrated.

Tuesday's program will include a morning discussion of public relations matters on the management level. Its scope will be broad. The Tuesday luncheon speaker has not been announced.

International Matters

The Tuesday afternoon agenda includes a discussion of the increasingly crtical problems centered on international developments along with BMB, BMI and adoption of resolutions.

Annual industry banquet will be held Tuesday night, preceded by a reception. Following custom there will be no speeches. Entertainment will be furnished by Carl Haverlin, BMI president, with the aid of network program directors.

Judge Miller is not scheduled for a formal convention address since his annual report to the members will be printed. He will preside at most of the management sessions and will introduce Chairman Coy at the opening luncheon.

Registration fee for the entire Management Conference will be $32.50 ($30 if paid by March 18). This includes two luncheons and the reception-banquet. Fee for the Engineering Conference, including two luncheons and reception, is $17.50. The unaffiliated stations Sunday meeting carries a $5 registration, which includes luncheon, the NAB board having specified that the meeting be self-supporting.

Monday Registration

Registration for ladies will be $7.50, including a Monday luncheon, ice show and a pre-Easter style show staged by Marshall Field. Visits to Chicago stations are being planned for the ladies.

The annual exposition of broadcast equipment and services will open Thursday, April 7, under direction of Arthur C. Stringer, NAB staff director. Heavy equipment will be displayed in the 30,000-foot Stevens Exposition Hall beneath the main lobby. Light equipment and services will be exhibited in sample rooms on the fifth and sixth floors. One hundred rooms have been reserved. The exposition will close Tuesday evening.

Judging by advance word from some of the exhibitors, the exposition will introduce new developments in many technical fields, ranging from transmitters and antennas to studio equipment and recording techniques.

Well over half the papers to be read at the Engineering Conference will deal with TV in various aspects, though some of the video topics are tied in with AM or FM, or both. One facsimile paper is scheduled along with several on magnetic recording.

Active in planning the Engineering Conference have been Royal V. Howard and Neal McNaughten, director and assistant director of the NAB Engineering Dept. They have been working with the NAB engineering executive committee. Dr. William L. Everitt, U. of Illinois, who directed the annual NAB engineering meetings at Ohio State U. before the war, has been aiding in the planning and will deliver an address at the April 7 luncheon.

Engineering Roundtable

Annual FCC-industry engineering roundtable will close the formal meetings of the conference. It is slated for 10:45 Saturday morning. Appearing for the Commission will be a group of six high officials, led by John A. Willoughby, acting chief engineer. Topping the industry panel is A. James Ebel, WMBD Peoria, chairman of the NAB engineering executive committee.

Engineer delegates will tour the Hallicrafters Co. plant Wednesday afternoon. Arrangements were made through Charles J. Nesbitt, advertising manager. Hallicrafters

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INDEPENDENTS

First Session Convention Week

THREE-PLY program designed to strengthen the position of independent stations in the industry will feature the first Unaffiliated Stations Conference to be held Sunday, April 10 during NAB convention week at the Stevens Hotel, Chicago (see convention story, this page).

Sales, public service and programming will head the agenda, with specialists on each topic to take part in a workshop session. No formal speeches are scheduled aside from a big-name luncheon guest.

Specialized Selling

With a new competitive era approaching, the independents will talk over plans for a system of specialized selling, according to Ted Cott, WNEW New York, chairman of the NAB Nonaffiliated Stations Executive Committee. Independents would be grouped according to their program specialties such as sports, music and other types.

In the public service and programming fields, Benjamin Cohen, assistant secretary general, United Nations, is expected to offer a plan for exclusive UN programming on independent stations.

Convention plans were discussed by the NAB committee at a meeting held Thursday and Friday. A new member of the committee attended for the first time, Ben Strouse of WWDC Washington. David Baylor, WJMO Cleveland, has resigned.

The committee pointed out that the Sunday session in Chicago is the only one which non-member stations are permitted to attend. It will be open to all stations.

A resolution adopted by the committee asked the NAB management actively to promote and sell the independent conference to both members and non-members. It pointed out that the independents will have a chance to observe NAB's interest in their problems and the services designed to aid stations in their operations.

Among topics discussed at the committee's meeting were proprietary rights, phonograph records, baseball play-by-play services and the proposed new FCC Avco rule.

Now in operation, the committee was informed, is its plan for cooperation in major public service campaigns of the Advertising Council. The council now makes available to the independent stations services and materials similar to those provided the four networks, advertisers and agencies. The committee in adopting the plan last year had surveyed some 400 independents and had found them anxious to cooperate.

A working committee will be announced soon to maintain liaison with the council. This group will consist of members from New York, Chicago and Los Angeles. It will guide development of high-calibre programs of the public interest type designed specifically for independent stations.

The committee will provide packets tailored to needs of independents, mailing through NAB.

Members attending the meeting last week, besides Messrs. Cott and Strouse, were Melvin Drake, WDGY Minneapolis; Bob Maynard, WSVS Crewe, Va.; Patt McDonald, WHHM Memphis; Lawrence W. McDowell, KFOX Long Beach, Calif.; Pete Schloss, WWSW Pittsburgh; Howard Lane, WJJD Chicago, board liaison member.

RADIO: NO. 1 PASTIME

Roper Makes Report in 'Fortune'

RADIO listening is now Americans' favorite leisure activity while movie-going and book-reading are on the decline, according to a *Fortune* magazine survey by Elmo Roper.

Only interruption to the trend toward more radio listening which *Fortune* observed was that in the 3% of the persons polled who had both radio and television sets, half said they were listening to the radio less.

Of those having both kinds of receivers, 13% nevertheless said they were listening to the radio more.

Fortune presented a list of 14 activities to persons who had in the preceding three months listened to the radio, seen a movie, read a book or magazine story and then asked them: "Which two or three of the things on this list do you really enjoy doing most in your spare time?"

Replies showed that 51% of the men liked most to listen to the radio while 54% of the women expressed that preference.

Second place for the men was watching sports events, with 26% of them giving that preference. Visiting with friends and participating in outdoor sports followed with 23% while playing cards and going to the movies claimed 20%. Reading books followed with 18% and reading magazines was next with 15%.

Women's second preference was needlework (36%) and their other top choices were: Visiting with friends, 34%; reading books, 26%; going to movies, 21%; reading magazines, 19%.

"Listening to the radio is the great common denominator," *Fortune* observed.

Summary of Replies

The following table summarizes the replies to four questions put in the survey. Comparing the present product in each category with that of two or three years ago, respondents felt there are:

	Radio Programs	Movies	Books	Magazine Stories
More good ones	39%	23%	26%	30%
Same	33%	30%	37%	47%
Fewer good ones	20%	38%	22%	12%
No opinion	8%	9%	15%	11%

Fortune also inquired into listeners' preferences and was apparently amazed at the answers it received.

"Surprisingly enough," said the magazine, "the much-maligned 'soap opera' does not lead the list of programs to be avoided. It shares this dubious distinction with the mystery, detective, horror brand of show."

Fortune found unpopularity of the latter was due primarily to the women's vote, while among the men thrillers held only third place on list of programs to be tuned out.

More men than women liked their favorite program to be humorous or full of action; more women than men liked programs they thought of as artistically satisfying, inspiring, or romantic.

A question directed to radio dislikes developed this list of programs listeners would rather not hear:

	% Total	% Men	% Women
Mystery, detective, horror	24	14	33
Soap operas—daytime serial	22	24	20
Musical programs	16	17	15
Comedy or variety shows	7	5	8
Quiz programs and give away programs	10	11	9
All other	23	24	22
Express no opinion	26	30	22

For listeners as a whole, the top five expressions, chosen to describe favorite radio programs are "humorous," "cleverly done," "full of action," "true to life," "exciting." *Fortune* observed that these five expressions also are at the top of the list describing favored movies.

"Apparently they are the basic ingredients of successful mass entertainment in the U. S.," said *Fortune*.

Seeks Tastes

Fortune also tried to get at reading tastes by offering them a list of eight possible plots for stories. It found the murder story was the most popular story with men but among the least popular with women.

"The results of this survey 'must be depressing' to anyone looking for the sure-fire formula for books, movies or radio," *Fortune* commented.

The conclusion, if any, is that U. S. taste is healthily divergent and that no publisher or producer can afford to put all his eggs in one basket.

Breakdown of radio listening questions:

Question (asked only of those who have listened to the radio within three months): Do you spend more, less, or about the same amount of time listening to the radio this fall as compared to two or three years ago?

	% Total	Those Who Attended: % Grade School	% High School	% College
More	31	31	33	28
Same	39	42	40	35
Less	24	17	23	34
Uncertain	1	1	1	1

Question (if "less" above): Why are you spending less time listening to the radio nowadays?

Too busy, have to do other things	63%
Don't like the programs	18%
Not interested, prefer doing other things	10%
All other reasons	13%
Express no opinion	2%

DEAR EDITOR:

An 'Open Mike' Letter From Justin Miller

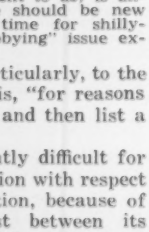
EDITOR: BROADCASTING:

In your editorial "Forgotten Job," in the Feb. 14 issue of BROADCASTING, the following paragraph appears:

> The NAB does not have full-time executives engaged in either legislative or regulatory contact. There never has been an NAB function more basic. The NAB board considers reorganization this week at New Orleans. Its first act should be to reassign one or more of its most talented and persuasive staff executives to legislative liaison. If reassignment isn't feasible or (for reasons not evident to us) is undesirable, then there should be new appointments. The time for shilly-shallying on the "lobbying" issue expired long ago.

Let me refer, particularly, to the words in parenthesis, "for reasons not evident to us," and then list a few reasons:

(1.) It is frequently difficult for NAB to take a position with respect to proposed legislation, because of conflict of interest between its different members. The example of clear-channel, high-power-limitation proposals is a striking one; the international implications which are becoming more and more apparent, quit apart from considerations of immediate interest to present licensees. The result in such cases is that NAB is damned if it does and damned if it doesn't. As you know, I have been criticized for taking too strong a position in connection with freedom of radio—an issue with respect to which, resolutions of endorsement have been adopted over and over again by our members—and at the same time, have been criticized by the same broadcasters for not taking a partisan position with respect to the clear-channel, high-power-limitation issue—upon which NAB and its several districts have repeatedly declined to take a position.



Mr. Miller

(2.) You know, of course, that the recently adopted anti-lobbying law has not yet received judicial interpretation. Several of its provisions are ambiguous and have been given Department of Justice interpretations which may or may not be upheld by the Courts. In the meantime, trade associations must proceed with great caution because of the following reasons.

(3.) If an association engages in lobbying activities—as an association or through its "full-time executives"—without registering under the law, it may be subjected to prosecution by the Department of Justice. If it registers the association itself, or its "full-time executives," it may jeopardize the funds of the association as well as of its members, for the following reasons.

Tax Factor

(4.) Trade associations enjoy a tax-exempt status because of reasons—as yet more or less undefined and nebulous—concerning the services which they perform in the public interest. This tax-exempt status may be lost by conduct inconsistent with these concepts. One of the tests of inconsistent conduct, which has been applied in several recent cases, is whether such associations are engaged in lobbying activities merely incidental to their major purposes, or are engaged in more extensive lobbying. The question then arises whether registering such an association as a lobbyist, or registering its "full-time executives," constitutes an admission of "too much lobbying."

(5.) Loss of tax-exempt status may have serious tax repercussions, not only upon the funds of trade associations, but upon allowances for tax deduction purposes of contributions made to such associations.

(6.) It is not necessary to tell anyone who is familiar with the Washington scene that an effective lobbyist or legislative representative must be able to spend practically his whole time at such work and be available for immediate action in Washington. Obviously, the executives of NAB who are called upon to attend Board meetings, District meetings, and meetings of collateral organizations at frequent intervals and at various places throughout the United States—as well as carry on heavy executive duties in the headquarters office—cannot be available when required and cannot devote the necessary time to the work.

These, then, are some of the "reasons not evident" referred to in your editorial. As you comment in your Feb. 21 issue, the NAB Board of Directors gave very careful consideration to the problem at its recent meeting in New Orleans and reached the conclusion that the best way to approach the subject is by appointing a legislative or governmental representative, who will serve NAB in the same manner as a lawyer serves a client. This will provide the necessary contact, of which your editorial speaks; at the same time, freeing full-time executives for their proper work and eliminating the uncertainty which might result from confusing executive work with lobbying work.

I am pleased that you are now more satisfied with NAB's policy with respect to lobbying, and I hope this letter may explain—not only to you, but to your many readers throughout the country, who are our members and friends—some of the reasons which have motivated the Directors and management of NAB.

/s/ Justin Miller

YOUNG WINNERS of "Voice of Democracy" contest meet President Truman at White House. L to r: George Morgan Jr., Hutchinson, Kan.; Kerron Johnson, St. Paul; President Truman; Charles Kuralt, Charlotte, N. C.; Richard Caves, Everett, Ohio.

* * *

'VOD' WINNERS

Feted in Washington Last Week

FOUR American youths who spoke with greatest eloquence in the second "Voice of Democracy" contest last week were honored by official Washington and presented with their scholarship awards.

Week-long festivities included visits at historic shrines as well as inspection of democratic government in operation at the Nation's Capital. Promoting the contest are three organizations—NAB, Radio Mfrs. Assn. and U. S. Junior Chamber of Commerce, with support of the U. S. Office of Education.

The four boys and their participating NAB member stations were: Richard Caves, Everett, Ohio (WAKR, WHKK Akron); Charles Kuralt, Charlotte, N. C. (WAYS WBT WGIV WSOC Charlotte); George Morgan Jr., Hutchinson, Kan. (KWBW Hutchinson); Kerron Johnson, St. Paul (WMIN KSTP St. Paul-Minneapolis).

Heading the Monday program was a White House visit. President Truman congratulated the four young men and said he was happy they had written and spoken so well on the important subject of democracy. Newsreel and still photographers recorded the event. The Monday program included visits to the House and Senate. They listened to tributes from the House floor as their home Congressmen read their winning broadcast scripts into the *Congressional Record*. Guide during the Capitol tour was John Edward, ABC newsman.

Murrow Features Them

The story of the four young winners was narrated on CBS at 7:45 p.m. Monday by Edward R. Murrow, who sent them sets of his record album, "I Can Hear It Now."

Trips to Mt. Vernon and other shrines were included in Tuesday's program. At luncheon they were entertained at the National Press Club by Sol Taishoff, editor and publisher of BROADCASTING. Among guests at the luncheon were Wayne Coy, FCC chairman, and Justin Miller, NAB president.

Chairman Coy said the government has been a contributor to freedom of radio, "furthering the cause of democracy in the United States and the world." Judge Miller told the youths their contest activity was as important as their classroom studies. Tuesday evening they appeared on Mr. Edwards' *Youth Asks the Government* program on ABC network.

PRESENTATION of awards to "Voice of Democracy" winners at Statler luncheon in Washington was made by Atty. Gen. Tom C. Clark (center). Presiding at luncheon was Beverly Burbage (r), vice president, U. S. Junior C. of C. Sen. Clyde M. Reed (R-Kan., l), was guest at head table.

High spot of the week was the awards luncheon at the Statler Hotel Wednesday at which Attorney General Tom C. Clark presented them with $500 scholarships and certificates. The luncheon was attended by FCC members and others high in official circles. Welcoming the winners and guests was Beverly Burbage, Junior Chamber vice president, who presented Morgan Beatty, NBC, m. c. of NBC's broadcast covering the presentation.

Attorney General Clark gave the awards to the youths, congratulating each and interviewing them on their plans for the future. Mr. Burbage paid tribute to Robert K. Richards, NAB director of public relations and publications, chairman of the Voice of Democracy Committee and originator of the idea. Mr. Burbage recalled that 20,000 had entered the contest in 1947 and 250,000 in 1948. He also singled out for praise James D. Secrest, RMA; James Dawson and Ben Miller, NAB; Robert H. Richards, of the Junior Chamber; Dr. Kerry Smith, U. S. Office of Education.

Wednesday night the boys were guests at a Junior Chamber dinner held at the Mayflower Hotel, with national officers and the local chapter participating. They were presented with pen-pencil sets.

Thursday the boys went to historic Williamsburg, Va., where they repeated their winning talks in the old capitol where Patrick Henry delivered his "If this be treason" speech. Gov. William M. Tuck, of Virginia, was scheduled as featured speaker at a dinner in Williamsburg Inn where they were honor guests. WRVA Richmond, Va., carried the proceedings.

National judges of the contest, who chose the final winners after local and state competitions, were Margaret Culkin Banning, novelist; Attorney General Clark; Dr. Harry Emerson Fosdick, pastor emeritus of Riverside Church, New York; Mrs. Oveta Culp Hobby, vice president of the *Houston Post*, operating KPRC; Eric Johnston, president, Motion Picture Assn. of America; Francis Perkins, member, Civil Service Commission; Glenn E. Snow, Dixie Junior College, St. George, Utah, retiring president of the National Education Assn.; James Stewart, actor.

The youths' addresses were scheduled on the "Voice of America" at the request of George V. Allen, Assistant Secretary of State.

FELTIS DEFENDS

Hits 'High Pressure' Charges

DEFENDING his administration of BMB, Hugh Feltis, Bureau president, Wednesday denied before members of the Chicago Radio Management Club that he is a "high pressure salesman," as charged in some quarters. He ridiculed reports that he has written letters or delivered speeches of a "threatening nature" to advertisers and agencies.

"BMB has been a great partnership," he declared. "Neither advertisers nor agencies have needed any inducing. They want what we have to offer."

Mr. Feltis likened BMB's popularity to that of a "referee," or a "doctor who says you're overweight . . . and you know it's true—but you don't like to agree with him." He observed that even U. S. census figures stir up controversies.

The second industry coverage study is on schedule, despite curtailment of BMB's staff, he said. Forecasting a total of 1,000 subscribers, he anticipated that $100,000 needed by May 1 will be raised by asking subscribers to pay up for the remainder of 1949.

Mr. Feltis stressed the importance of field work by asserting that "no one can sit in an ivory tower on Park Avenue and blueprint such a broad project." He said his own experience in working close with the industry has been "very worthwhile."

Expressing the hope that broadcasters will not return to the "claims, counter claims and fantastic measurements" of bygone days, he predicted that other mediums soon will question whether the broadcasting industry has the capacity to set up its own bureau, as other industries have done.

Mr. Feltis said BMB's executive committee has made no commitments beyond the current study.

SALES RECORD

Mueller Credits Radio

SALES of C. F. Mueller Co. (macaroni, spaghetti, and egg noodles) during 1948 reached the highest point in the history of this 82-year-old company, according to C. Frederick Mueller, executive vice president and general manager.

Mr. Mueller pointed out at a recent sales meeting that Mueller's maintains its position of leadership by an intensive high-powered advertising program, spearheaded by consistent use of daytime radio. Every week, 60 quarter-hour radio programs bring convincing sales messages into millions of homes, he said. This hard-hitting campaign is backed by heavy consumer and trade magazine schedules.

Mr. Mueller said that the present sales peak has been reached after more than 15 years of consistent sales gains. He emphasized that these increases were not due to a sudden sales spurt that might level off but represent a steady climb in consumer acceptance.

The reputation of these products was built, according to Mr. Mueller, by 25 years of constant, year-in-year-out advertising.

Duane Jones Co., New York, is the agency handling Mueller.

Hooper Subscribers

ADDITIONAL subscribers to U. S. Hooperatings as announced by C. E. Hooper Inc. are Doherty, Clifford & Shenfield, Ellington & Co., William Esty & Co., and Geyer, Newell & Granger. Frigidaire division of General Motors subscribed to program Hooperatings, effective with February report.

RICHARDS

Admits Some Error; Asks to Be Heard

G. A. RICHARDS, charged with instructing employes to slant newscasts, conceded to FCC last week that "portions" of the charges were true, but said no slanting actually resulted, and asked for an opportunity to be heard by the Commissioners personally.

The chief owner of KMPC Los Angeles, WGAR Cleveland, and WJR Detroit said he "sincerely regrets these shortcoming of the past" and "requests an opportunity to offer personally to the Commission his assurance that they will not recur."

Additionally, Mr. Richards requested "the advice and aid of the Commission as to any and all actions he should take to assure against even a complaint of bias in the future."

He asked that the hearing scheduled by the Commission for March 16 be delayed and that he be allowed to appear personally before the Commission *en banc* or a member or members of the agency. He felt this course would materially shorten the proceedings, possibly making the scheduled hearing unnecessary.

Mr. Richards' statement and request were presented in an affidavit filed Thursday.

It said he "admits that he has in the past issued instructions to various employes of the stations which could have resulted in slanting of the news, but so far as [he] knows never did so."

The charges were filed against him by the Radio News Club of Hollywood and led to an FCC staff probe calling for a hearing. The charges claimed he ordered KMPC staff members to slant news against members of the late President Roosevelt's family and certain minority groups [BROADCASTING, Nov. 15, 1948]. Evidence gathered by the Commission staff included documents attributed to him along with seven affidavits of former employes.

In his petition, Mr. Richards said that "with respect to all documents written or bearing notations by him . . . so far as he now knows all said documents and notations are genuine." Consequently he felt no other oral testimony would be necessary to present the evidence and that the scheduled hearing would not be necessary from that standpoint.

Admits to 'Portions'

He said he admits the truth of "portions" of statements submitted by present and former officers and employes, "so far as he has knowledge of them." He thought "the same will be the case" of other documents which FCC's law department may hold but to which he does not have access. As to portions whose truth he may not admit, he felt FCC would find them "irrelevant or of doubtful value."

Mr. Richards cited his 11-year illness of coronary thrombosis. The resultant confinement, he said, made him "impatient and impulsive, so that, on many occasions, he expressed himself in an extreme or exaggerated manner."

He told the Commission he had long been convinced that both Communism and Fascism "presented a very real menace to our country."

Now, he said, he "realizes that some persons and groups have abused his fear of Communism to their own ends, misleading him to believe that many of the leaders of minority groups were Communists or fellow-travelers and that some leaders of liberal thought were merely fronting for Communism."

He said he thought in the past that much of the news carried on his own and other stations was slanted "in favor of ideas or persons who were either unconsciously or consciously permitting Communism to engulf our country." The result was that he had "felt it his public duty to counteract this trend," he asserted.

Mr. Richards said the officials of his stations were "aware of the effect of his confinement and his tendency toward exaggeration" and that they knew he meant for them to carry out specific instructions only if they conformed to standards of good taste and impartiality.

He reiterated that a study conducted by E. Z. Dimitman, former executive editor of the *Philadelphia Inquirer* and the *Chicago Sun*, demonstrated that broadcasts on his stations have been "unbiased and impartial."

Pendency of the case, he said, "has already caused irreparable and substantial injury" to all three stations, their stockholders and employes "due to the injurious, biased and unfair publicity which has been given to them." He contended the injury "would become critical once a hearing is convened in Los Angeles."

He said he thought his "admissions, explanations and sincere assurances will convince the Commission that no further hearing is necessary." But if FCC should feel there should be one, after hearing his personal testimony, then he asked that it be held in Washington at the FCC's convenience.

Mr. Richards told FCC he had had no opportunity to "admit, answer or explain the charges against him," except as provided through the Commission's written request for a statement. Since FCC chose to call a hearing rather than institute revocation proceedings, he said, "it is assumed that the Commission is primarily interested" in whether he will assure "impartial and unbiased presentation of news" in the future.

He maintained that "all networks and their affiliates" have slanted news for the past 20 years via newscasters and commentators and that FCC therefore has "by tacit acceptance condoned partial, biased and even untruthful presentation of the news."

Counsel for Mr. Richards as indicated on the petition were Burton K. Wheeler, former Senator from Montana; Louis G. Caldwell of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis; Horace Lohnes and Clair Stout of Dow, Lohnes & Albertson, also of Washington; R. Russell Egan, of Mr. Caldwell's office, and Edward K. Wheeler, who is associated with the former Senator, his father, in the Washington firm of Wheeler & Wheeler.

WATCHING the waxing of his "Kiss Me Kate" score by Columbia Records is Cole Porter (seated) who discusses the operation with Frank Stanton (r), CBS president, and Edward Wallerstein, chairman of Columbia Records.

MEEKER ELECTED

Vice President of NARSR

ROBERT D. C. MEEKER, president of Robert Meeker Assoc., New York station representative firm, has been elected vice president of the National Assn. of Radio Station Representatives, to succeed Adam J. Young Jr.

Mr. Young, whose resignation was presented to the NARSR board of directors last Monday, will continue to be active in the group, although pressure of increasing business activities of his own firm, Adam J. Young Jr., New York, necessitated his resignation from office in the association.

His career in advertising was launched at McKesson & Robbins, New York, after which he was associated with a number of metropolitan Sunday newspapers.

Working for some time with Pedlar & Ryan, New York, in research and merchandising, he joined the Office of Strategic Services at the outbreak of World War II, later serving with the U. S. Marine Corps as a lieutenant.

At war's end, Mr. Meeker joined the Radio Advertising Co., New York, which he subsequently purchased in 1946, changing its name to that which it now bears, Robert Meeker Assoc.

Harold Frasher

FUNERAL was held Friday for Harold Frasher, 50, treasurer and director of KARM Fresno, Calif., who died Feb. 23. Mr. Frasher was part owner of KROY Sacramento. Death was attributed to uremic poisoning resulting from internal injuries suffered in an automobile accident Feb. 19. He is survived by his wife, Isabelle, a son and four brothers.

U. S. STEEL's *Theatre Guild on the Air* served as a kick-off in Washington, D. C., for annual Red Cross fund campaign. Discussing WMAL-ABC network show are, l to r: (seated)—Kenneth H. Berkeley, vice president and general manager of WMAL, and John Munhall, U. S. Steel's Washington representative; (standing)—Ben B. Baylor Jr., assistant general manager and director of sales for WMAL; George Fleming, ABC publicity, New York; James McGarry, BBDO, New York; and James Hagen, U. S. Steel, New York. Meeting was held in Evening Star Broadcasting Co. offices in Washington.

FCC BUDGET

Subcommittee Testimony Slated for March 3

FCC representatives are scheduled tentatively to appear March 3 before the Independent Offices subcommittee of the House Appropriations Committee to testify on President Truman's recommendations for the Commission's 1949-50 budget.

Mr. Coy

Chairman Wayne Coy will head the FCC delegation and be its principal witness. He will be assisted on details by the other Commissioners (except Paul A. Walker, who left last week for Puerto Rico to conduct a renewal hearing for WPAB Ponce and a revocation proceeding involving WIBS Santurce, and George E. Sterling, who is attending the Mexico City International High Frequency Broadcasting Conference). FCC's bureau heads and several division chiefs are also slated to be on hand.

The appropriations subcommittee is headed by Rep. Albert Thomas (D-Tex.). Spokesmen said the March 3 date is tentative, subject to change according to progress made on hearings scheduled before that time.

The Commission, under a proposal contained in the President's budget message to the 81st Congress last January [BROADCASTING, Jan. 17], would be given $6,634,000 for the fiscal year starting July 1, 1949.

FCC's new proposed budget is higher than the current year's initial appropriation, but somewhat less than this year's actual expenditures will be. The current year's appropriation was $6,351,000 but this is yet to be supplemented by approximately $367,000 to meet salary increases voted during the last session of the Congress.

Although the new recommended appropriation would be $84,000 less than this year's anticipated expenditures, observers felt it constituted a minor triumph for the Commission. The new figure was higher than the one reportedly set by the Budget Bureau in its original recommendations [BROADCASTING, Nov. 29, 1948].

The new proposed budget would provide for a maximum of 1,382 permanent employes with salaries totaling $5,614,582. A total of 902 employes, having an aggregate income of $3,666,237, would be in Washington and 480, whose salaries total $1,948,345, would be in the field.

FCC is currently operating under an appropriation which allows a maximum of 1,407 employes, drawing a total of $5,659,732 in salaries. Of this number 918 are Washington employes with a $3,670,931 payroll and 487 field workers with total of $1,988,801.

FIRST radio award made by South Central Assn., Chicago, is given Homer Heck (r), NBC Central Division production manager and director of WMAQ Chicago's *Destination Freedom*, by John M. Ragland, group's executive director. Program earned commendation for its "splendid contribution toward the advance of democracy."

RECRUIT BUDGET

Briefing Session Is Set

A BRIEFING session on the military recruiting advertising account for 1950 estimated at $3 million will be held in Washington March 7.

More than 40 agencies, billing more than $10 million or more in 1948 are eligible to bid for the account, which under government regulations is annually renegotiated. Currently the account totals more than $4 million. This is divided almost equally between radio, newspapers, and magazines, according to military authorities. Gardner Advertising Co., St. Louis, holds the current account. For several years previous to 1948, it was held by N. W. Ayer & Son.

The amount of radio to be used in the new account will depend upon the actual amount of the budget and the recommendations of the agency appointed to handle the account, according to Col. Fay O. Dice, chief of the publicity branch of Procurement Services Division.

Agencies wishing to compete for the new account have been asked to communicate with Maj. Gen. Thomas J. Hanley Jr., chief of the Military Personnel Procurement Services Division.

WHAS SALE

Crosley Broadcasting Corp. Only Bidder Left

CROSLEY Broadcasting Corp. was left the only bidder in the $1,925,000 sale of the WHAS Louisville properties last week as Fort Industry Co. dropped out of the contest.

Comedian Bob Hope, who also had been competing for the station, announced his withdrawal a few days earlier [BROADCASTING, Feb. 21].

Fort Industry, asking FCC Monday to dismiss its application, attributed its decision to a desire to concentrate on television and improvement of AM properties, plus "nationwide economic changes and trends."

The Commission took no formal action immediately, but authorities thought it would stick to its plans to hold a hearing, even though there is no competition. One of the issues for the competitive proceeding was to determine the amount of signal overlap between WHAS and Crosley's WLW Cincinnati, in light of FCC's multiple-ownership rules.

This hearing had been slated to open today (Feb. 28), but with the first two days to be devoted to the WHAS request for additional time to complete its television station. Under this time-table, testimony on the transfer would begin Wednesday (March 2). FCC Examiner Leo Resnick has been named to preside.

Fort Industry's petition, filed by Paul A. O'Bryan of the Washington law firm of Dow, Lohnes & Albertson, cited four main reasons for withdrawing: (1) desire to "proceed expeditiously" with completion of WJBK-TV Detroit, WSPD-TV Toledo, and WAGA-TV Atlanta; (2) desire to start work on video stations in Miami and Wheeling as soon as applications are granted; (3) desire to "permit management to place emphasis" on current program for improvement of certain of Fort Industry's seven AM stations, and (4) nationwide economic changes since the bid for WHAS was filed.

The petition said Fort Industry had made "satisfactory arrangements" for a loan looking to the purchase of the WHAS properties, but added:

As a result of its analysis of probable trends in the economic picture nationally, it, the Fort Industry Co., does not consider that it will be discharging effectively its obligation of public interest, convenience, and necessity in those cities in which it now operates radio facilities if the assumption of the burden which would be incurred by the acquisition of WHAS Inc. would, in any manner, handicap the Fort Industry Co. in continuing to operate effectively and adequately those radio stations for which it presently has either licenses or construction permits.

Mr. Hope also petitioned FCC for dismissal of his application. Although he gave no reason, he had told the Commission earlier that he would have to withdraw unless the Feb. 28 hearing date were postponed to give him, in view of other commitments, additional time to prepare.

The hearing on the WHAS request for additional time to complete WHAS-TV raises a question of the company's diligence in proceeding with construction.

WHAS, 1-A clear-channel station on 840 kc, and its associated FM and TV properties are owned by the *Courier Journal* and *Louisville Times*, headed by Barry Bingham.

UNION SERIES

Offered for Local Use

A SERIES of 13 transcribed weekly radio programs, paid for by the United Hatters, Cap and Millinery Workers Union (AFL), has been produced for sponsorship by business organizations on local radio stations only. The programs were previewed by Secretary of Labor Maurice Tobin in formal ceremonies Feb. 24.

Titled *Turning Points*, the package series features Hollywood and Broadway talent in dramatizations of famous people and events. Series was written and produced by Emanuel Demby, formerly with the Biow Co. Program supervisor is Nathan Zatkin. Other shows are in production.

The discs are divided into three parts: Actual drama, one-minute testimonials by the stars, and voices of persons associated with the events dramatized. The testimonials, appearing midway through the discs, convey a message on behalf of union label goods. The records are open-end, leaving room for the local advertiser.

MERCER

Heads NBC Radio Recording

DONALD J. MERCER, manager of the Thesaurus and sales branch of NBC's radio recording division, has been appointed director of the division, John H. MacDonald, administrative vice president in charge of finance, announced last week.

Mr. Mercer

Mr. Mercer succeeds Robert W. Friedheim, who is resigning March 1, to join World Broadcasting System, New York, a Frederic Ziv Inc. affiliate, as sales manager.

Mr. Mercer joined NBC as a page in 1934. He was promoted three years later to the sales promotion department. In 1941 he undertook similar work for the radio recording division. He served as a captain in field artillery during the war.

Mr. Friedheim joined NBC as a sales representative for the radio recording division in 1937, was appointed manager of the division in 1946, and director last year.

Prior to his NBC association Mr. Friedheim was assistant manager of WMBH Joplin, Mo. He also was with the *Joplin Globe* and *News Herald*.

CO-OP ADVERTISING

Small Station Can Profit

By WILLIAM R. MASON
Dept. of Advertising, School of Journalism, State U. of Iowa

INTENSIVE STUDY of manufacturer-retailer cooperative advertising indicates that it is the smaller station that can profit most from cooperative advertising. The station with low wattage, whose coverage area most closely approximates the retail trading area of the city, will profit most from the increased recognition being afforded radio by manufacturers through cooperative advertising.

Many manufacturers who had previously relied on retail cooperation in newspapers for their local point-of-sale identifying copy are now realizing that time on the local radio station, providing its power is not too great, is worth attention as a medium for cooperative advertising.

These conclusions are from a survey now nearing completion at the State U. of Iowa.

There are several reasons why the local radio station is gaining increased recognition as a medium for cooperative advertising. The following are those most mentioned by manufacturers in response to inquiries. (These reasons, incidentally, might well constitute the key selling points in the time salesman's presentation.)

Business of Broadcasting

One of a Series

The first is the realization that there is little "lost" circulation as there well might be in a newspaper due to out-of-trading area subscription lists, delivery failures, etc.

Second, most manufacturers of nationally advertised products don't like to allot all their advertising allowance to one medium. They would rather see the money spent in different media. Local radio offers the diversification that they like at a rate that isn't prohibitive.

Third, and most important, the set-up of radio advertising, the 13, 26, and 52-week package arrangement, is conducive to continuity in a retailer's advertising which most manufacturers feel is very important. This package arrangement also simplifies and facilitates ordering, control, and billing.

Of particular interest were the findings obtained from a survey of radio station commercial managers regarding their opinions of and policies toward manufacturer-retailer cooperative advertising. Before giving any figures, it should be stated that the survey didn't attempt to obtain the attitudes of the large metropolitan stations with powerful signals, but rather, the smaller stations with only local coverages. It is felt that a representative cross-section of these smaller stations was achieved.

The smaller station commercial managers indicated that as much as 25% of the total time purchased on their stations was paid for through some sort of manufacturer-retailer arrangement. It was also noted that up to 35% of time purchased by local retailers was paid for in a similar manner.

As might be surmised, there was an inverse relationship between the amount of cooperative advertising on a station and the wattage of the station. This was due undoubtedly to the average retailer's realization that the powerful clear channel station's signal carries to points well outside his trading territory and that time purchased on such a station cannot possibly yield a maximum return to him.

An average for the sample of stations of time purchased through cooperative advertising arrangements would approximate 8% of total time sold. More important from the smaller station's standpoint is the fluctuation in evidence. On some small outlets dealer cooperative timebuying accounted for 25% of time sales, on others it was as low as .01%.

This fluctuation would seem to indicate that:

(1) Some stations either are not aware of the increased advertising potential of almost every retailer in their listening areas.

(2) Many manufacturers' advertising allowances are either not being used at all or are being channeled into cooperative newspaper advertising. (This conclusion can be drawn because of Sections 2 (d) and (e) of the Robinson-Patman Act which permit cooperative advertising only when it is offered without discrimination.)

(3) Some stations are not availing themselves of the opportunity afforded by cooperative advertising, and consequently, are not selling as much time as they might.

It is to the local station's advantage to ascertain which retailers in its listening area handle merchandise upon which manufacturers' advertising allowances are offered and to determine if each individual merchant is aware of these allowances.

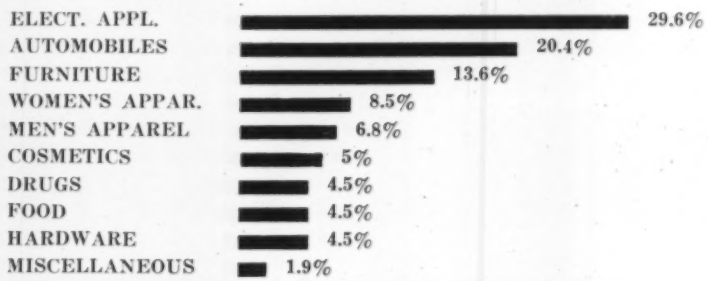
It is only in this manner that the local station will be able to exploit fully the opportunity afforded by cooperative advertising. Helpful in this respect is the recent pamphlet prepared by the NAB Broadcast Advertising Dept. entitled, *Dealer-Cooperative Radio Advertising.*

With regard to the second conclusion drawn above, the study revealed that it is only in rare instances that retailers utilize all the funds that are made available to them on a percentage or unit basis of their purchases from the cooperating manufacturers. The majority of cooperating companies reporting claimed that usually *between 10% and 30% of the fund allotted to cooperative advertising is not used.*

With the approach of a buyers' market and the consequent increased desire of the manufacturer of nationally advertised products to identify his local dealer, the time would seem to be ripe for an aggressive selling effort on the part of that medium which wishes to

(Continued on page 47)

Cooperative Advertising By Product Groups



CLARK CHIEF ENGR.?

Leads FCC Candidates

RALPH L. CLARK, director of the Programs Division in the Secretariat of the Research & Development Board, was reported last week to be in the forefront of candidates for appointment as chief engineer of the FCC.

Mr. Clark

Formerly with the Commission and later in consulting practice in Washington, he would take the post which John A. Willoughby, senior assistant chief engineer, has held on an acting basis since George E. Sterling moved up from chief engineer to Commissioner in January a year ago [BROADCASTING, Jan. 5, 1948].

Mr. Clark's name has been under consideration by top-level officials within the Commission but has not been formally brought before the full Commission, it was understood. Authorities said the date when he would join the Commission, if appointed, would depend upon when he could secure a release from the Research & Development Board. Associates understood that he also would like to take a month's leave before moving to the new post.

Mr. Clark, 40, has been associated with radio since his student days at Michigan State College, where he operated the school's WKAR East Lansing. He received his degree in electrical engineering and physics at the college in 1930.

In July of the same year he joined the Detroit district office of the Radio Division, Dept. of Commerce, which later was taken over by the Federal Radio Commission and its successor, FCC. He went to FCC headquarters in Washington as assistant to the chief of the field section in 1935. The following spring he transferred to the Engineering Dept.'s broadcast section.

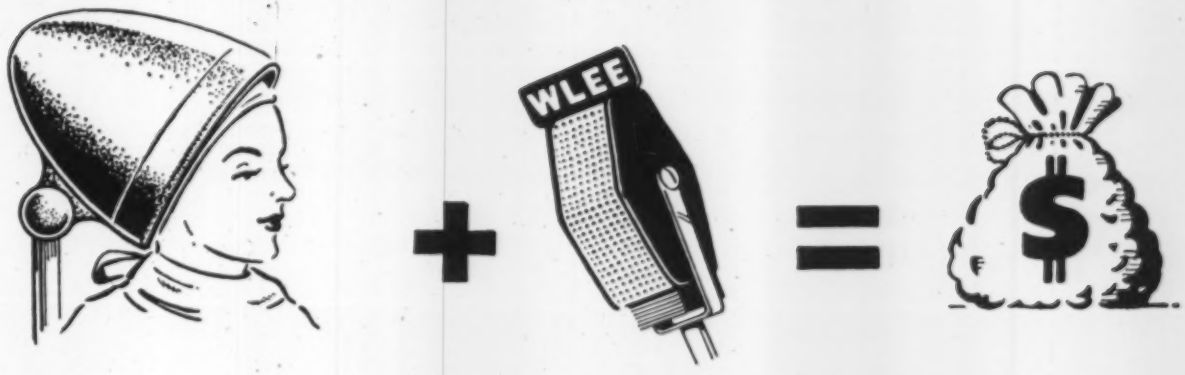
He had an active part in the 1941 North American reallocations, and also the U. S. reallocations, under the North American Regional Broadcasting Agreement.

With Andrew D. Ring, then FCC assistant chief engineer in charge of broadcasting, he resigned in 1941 to form the consulting engineering firm of Ring & Clark. Shortly after Pearl Harbor he went on leave to serve the Navy as a civilian engineer, was commissioned a lieutenant in June 1942, and became head of the Countermeasures Section, Electronic Group, Bureau of Aeronautics.

In that post he was associated with the development of countermeasures in the electronics field throughout the war, was active in Joint Chiefs of Staff work with respect to countermeasures, and worked closely with the Radio Research Lab at Boston. He also assisted in establishing the Airborne Instruments Lab as a separate organization under Navy sponsorship.

Mr. Clark left the Navy with rank of commander in July 1946 to accept new duties with the Joint Research & Development Board (later the Research & Development Board) upon its establishment by agreement of the Secretaries of War and Navy.

Success story:



One of the beauty shops in Richmond is a regular advertiser over WLEE. They sponsor six 10-minute programs each week.

Recently they featured a particular permanent wave for a full week. Result: *85% of all the women who came into the shop that week specified the wave advertised on WLEE.*

That's the kind of quick, immediate results that Richmond merchants get from WLEE. And that's the reason more and more of them are now using WLEE.

Smart national advertisers are following these local merchants because they know that WLEE is the station in Richmond that produces *low-cost results*. If you're not already on the list, call in your Forjoe man and get the whole WLEE story.

WLEE **Mutual in Richmond**

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

Radiorama

GOOD wishes to Paul Nielson (r), WGN Chicago commentator who leaves for State Dept. post in Batavia, are extended by Leslie Nichols (l), his successor, and Robert Hurleigh, news director.

WHEN 14 executives of Radio Sales, headed by Herbert Carlborg (l), eastern sales mgr., and Carl Burkland (r), general sales mgr., attended two day indoctrination course at WEEI Boston Feb. 14-15, they were welcomed by Wilbur Edwards, assistant general manager. In addition to work at the station, the group took a trip around Boston and surrounding territory.

COMPLETION of fifth tower for WHAY New Britain is attended by (l to r) Max Kirshnit, director; Hillis Holt, chief engineer and secretary; Larry Edwardson, president and general manager, and Leo Gaffney, treasurer.

DISTINGUISHED service plaque from VFW is presented to G. A. Richards (r), chairman of the board of WJR Detroit, WGAR Cleveland and KMPC Hollywood, by Michigan VFW Commander Otho Beaudoin.

NEW YORK station officials attending farewell party for Arthur Hull Hayes (l), new CBS v.p. in charge of San Francisco office, included (l to r) Seymour Siegel, WNYC manager; John Hogan, WQXR president, and Elliott Sanger, WQXR general manager.

EXCLUSIVE Washington contract for Richard Ullman Inc.'s commercial jingle library is drawn by (l to r) Marvin Kempner, Ullman v.p.; Herman Paris, WWDC Washington general sales manager, and Ben Strouse, WWDC general manager.

"APPRECIATION Award" from Richmond Jaycees to C. T. Lucy (r), WRVA Richmond gen. mgr., is made by Herndon Jaffreys, state director of the Richmond Jaycees.

IREENE Wicker, the "Singing Lady," discusses first Kellogg telecast Feb. 13 with (l to r) F. M. Thrower, ABC v.p. in charge of sales; J. J. Keenan, New York branch sales mgr. of Kellogg, and Orville Chase, Kellogg account representative at N. W. Ayer, agency.

WIP Philadelphia listeners learn of the transit strike end from Mike Quill (second, l), TWU president, as Ed Wallis (l) and Jerry Mahoney (r) handled the WIP broadcast.

DALE Renault (l), Detroit chairman, American Cancer Society, presents "Service Award" to Edwin Wheeler, WWJ Detroit assistant general manager.

SCHEDULE of Chicago Cubs home baseball games to be sponsored by Goebel Brewing Co. on WENR-TV (ABC) Chicago is checked by (l to r) Roy McLaughlin, WENR-TV manager; E. J. Anderson, Goebel president, and James Riddell, WXYZ Detroit manager.

You can't cover California's Bonanza Beeline without on-the-spot radio

Radio stations, like washing machines, have their limitations. Especially if you count on outside stations to cover *inland* California and western Nevada. Because this Beeline market—well removed from the coast—is an *independent* market. And Beeliners naturally find their favorite listening on their own *local* stations.

So to stake *your* claim in the Bonanza Beeline—where gross buying power is 3¼ Billion . . . and total annual retail sales top San Francisco's and Portland's combined †—you need the five BEELINE stations.

Together, these on-the-spot stations blanket the Beeline. Individually, each is a strong local favorite. Take KMJ Fresno, for instance. It recently Hoopered *two times higher* than the next closest station for the Sunday through Saturday 6 PM - 10 PM period. Ask Raymer for more on the BEELINE.

† *Sales Management's 1948 Copyrighted Survey*

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

THE LATEST WCKY STORY

BABY CHICKS BY THE THOUSANDS—

WCKY'S JAMBOREE SELLS THEM!

Black's Hatcheries of Columbia, South Carolina, using 15 minutes each night in the WCKY Jamboree, has received 3,500 orders a week, each letter containing an order for 100 or more baby chicks. Read what Mr. Kneece of Black Hatcheries says:

> *"I am overwhelmed. In all my experience in the baby chick business—in all my dealings with radio stations of every wattage where we have time from one minute spots to 45 minute programs, I've never had the experience of receiving 1,000 orders in one day. I feel like the hen that has just laid her first egg. You certainly have some radio station and your announcers are to be congratulated."*

THE JAMBOREE COVERS A RURAL MARKET
OF OVER 3,500,000 RADIO HOMES
IN TEN SOUTHERN STATES

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

The WCKY Jamboree is an ideal vehicle to reach the rural and small town Southern audience.

LOOK AT SOME OF THE OTHER SALES RESULTS ON THE JAMBOREE

MOUNTAIN VIEW NURSERIES of McMinnville, Tenn., selling a home orchard for $4.95, received 4,745 orders in January.

WESTERN STATIONERY CO. of Topeka, Kans., selling a sewing machine attachment for $1.00, received 4,859 orders in 3 weeks in January.

SOUTHERN FARMER MAGAZINE, received 16,462 subscriptions for $1.00 in January.

DO *YOU* have a rural or farm account?

Call collect
Tom Welstead
Eldorado 5-1127
New York City or
C. H. "Top" Topmiller
Cherry 6565 in Cincinnati

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

To Cuss Is Truman

PRESIDENT TRUMAN last week exercised his right of free speech, and with such pungency that his words may echo from the pulpits of the nation for months on end.

If his remarks before the Reserve Officers Assn. had been broadcast, every station which carried them (usually all four networks plus many independents hook up in tandem) could have been cited by the FCC for violation of the law, which prohibits "obscene, profane or indecent utterances" over the air. In the extreme, the FCC could invoke revocation proceedings.

Such action, of course, would be ridiculous. But the incident gives rise to interesting speculation. Suppose a station owner, in his private communications to his staff, used profanity—profanity that was never broadcast. Is he entitled, under our free speech precepts, to harbor such views? Or should his right to be a licensee be subject to question?

There is a case pending which raises this as one of the issues. There have been others.

There's another interesting question with a radio regulatory twist postulated by the President's off-the-cuff utterance about a radio commentator who, according to the Chief Executive, was descended from the dog world. The butt of his criticism was Drew Pearson, who contends he exercised his right of free speech in denouncing the President's military aide, Maj. Gen. Vaughan, because he accepted a decoration from Dictator Peron of Argentina.

Mr. Pearson is a principal applicant for the facilities of WBAL Baltimore in another hoary case pending before the FCC. In view of the President's utterances, and those of his distinguished predecessor (and remember HST was the overwhelming choice of the people last November), what will be the FCC's ultimate ruling in the Baltimore proceeding?

Just asking, that's all.

They Spoke for America

LAST WEEK four youthful voices spoke out for democracy. The lads who won the National Radio Week "Voice of Democracy" contests received their awards in a fitting setting in official Washington, and from the hands of Attorney General Clark, who has a passion for American youth.

Last year there were 25,000 contestants. Four young ladies of high school age won the awards. This year there were 250,000 entrants. Thus, in two short years the event has become a great national competition, destined to continue as long as we have democracy—and that, God willing, is forever.

Nothing more inspiring or wholesome for the cause of democracy could occur in these troubled days of iron curtains, atom bombs, and the showing of teeth across international boundaries.

All radio extends its good wishes to the four young men who spoke out so avidly for our American institutions. In the words of Atty. Gen. Clark, they are typical of our American youth. Their understanding of our proudest heritage left all who heard their voices with the feeling that democratic America will be in good hands in our next generation.

Old McD. Has a Chisel

FROM the beginning of radio, one of its most rugged individualists has been E. F. McDonald, president and founder of Zenith Radio Corp. He was the first president of the NAB and was instrumental in its formation in 1923. He owned one of Chicago's early AM stations, but dropped it. Since then, he has been embroiled in numerous controversies, both manufacturing and broadcasting.

Somewhere in Commdr. McDonald's antecedents must be the P. T. Barnum strain. He's a wily one at publicity. He doesn't seem to care how Zenith is mentioned just so it is. His chief lieutenants are artful in exploitation. Ted Leitzell, his publicity chief, has few peers.

In writing these lines we feel we're playing into Zenith's hands. Circumstances warrant the risk.

Commdr. McDonald, who, like all other radio manufacturers, thrives upon that which broadcasters transmit, is selling commercial radio short. He operates WEFM, an FM station in Chicago. He sells no advertising. But he advertises Zenith all day long. He boasts, in full-page ads in the Chicago newspapers, that WEFM has 40 seconds of silence between selections "instead of commercials." WEFM, in effect, is a radio house organ for Zenith.

Commdr. McDonald uses newspaper and magazine space too—paid space. It has been some years since he has paid for a national radio campaign. But Commdr. McDonald *gives away* Zeniths in prize contests conducted by other national sponsors. He practically invented the free ride, giveaway precursor.

In answer to the criticism of Frank V. Webb, general manager of KFH Wichita, who characterized the WEFM advertising as "a direct attack on all broadcasters everywhere," Commdr. McDonald argues that there is "only one WEFM" and that its advertising is "confined to Chicago." (See Open Mike, page 18.)

That's rather anemic for the tub-thumping Commdr. McDonald. If he's against commercial radio in Chicago, he must feel the same way about it in Kokomo or Walla Walla. Certainly his proposal for "Phonevision," his version of a quarter-in-the-slot TV, sans advertising sponsorship, isn't confined to Chicago. He plans tests in Lincoln, Neb.

Rather than mooch exploitation via publicity gimmicks and giveaways, we suggest Zenith would do well to use the front door and the rate card. RCA, Philco, GE, Westinghouse, Emerson, Motorola and Admiral, to name a few, currently are finding that radio advertising pays off double—in direct sales and in creating the programs that keep them sold.

Out-Avcoing Avco

IN PROPOSING to drop the inequitable auction sale aspects of its Avoc procedure, the FCC appears to have become entangled in its own bureaucratic red tape. Instead of reducing the FCC work-load, the suggested requirements, at first blush, would probably mean a tremendous upsurge in adversary proceedings, crack-pot complaints and Congressional oratory, because all new station grants, all renewals and all license modifications would have to be advertised on a variation of the "speak now, or forever hold you peace" vow. There are good features too, such as the cut-off date on filing of competitive applications, which should eliminate dilatory tactics. In the aggregate, however, the proposed rules would make every day a field day for the radio lawyer who would become as important to the station as its transmitter. And the public, alack, would be called upon to kick in more dough to sustain the FCC.

Our Respects To —

RAYMOND HENRY NORWEB

RAYMOND HENRY NORWEB is America's "Ambassador of Radio" in more than just the diplomatic sense of the title. He is the personification of an NAB press agent's wildest dreams—since it is his conviction that "a radio in every room" is totally inadequate.

At the age of 15 he was combing a crystal with a cat whisker to pick up the spark signals from the Great Lakes ore boats. A few years later, during the first World War, he was copying time signals from the Eiffel Tower. During that time he little realized that he was developing a hobby which was to become inextricably woven into his diplomatic career.

For it was Mr. Norweb who laid the ground work for the plenary sessions of the World High Frequency Broadcasting Conference in Mexico City, and until a back ailment interrupted his work, he was chairman of the U. S. delegation.

His enthusiasm for radio reached one of its highest peaks when he became this nation's Ambassador to Cuba in 1945. Ambassador Norweb's chief avocation was apparent to Embassy visitors.

The decorative Embassy residence was filled with radio sets and the roof tops festooned with antennas. Each room of the huge building had at least one set, his bedroom contained three, and some rooms had even more.

While conducting friends on tours of the building, Ambassador Norweb neglected to point out the lavish appointments and furnishings, so that he might devote more time to displaying his sets and comment on the latest electronic advancements.

Ambassador Norweb was born May 31, 1894, to Henry and Jeanne (Palmer) Norweb in Nottingham, England, near Sherwood Forest, the home of the legendary Robin Hood.

The family moved to this country when the young Norweb was but a few months old. They went first to Philadelphia and later moved to Lake Bluff, Ill., now the Great Lakes Naval Training Station. The next move was to Waukegan, Ill.

The family moved eastward and their son attended grade and high schools in that section of the counrty.

Mr. Norweb, after some preparatory work at Oberlin College, entered Harvard U., and majored in international law, a subject which was later to play a dominant role in his diplomatic career.

Even before his graduation from Harvard *cum laude*, with an AB degree, in 1916, Mr.

(Continued on page 51)

Take The Guess Out of Buying with WOV's 5 Audited Audiences

WE MIGHT HAVE SAID "PEDIGREED" AUDIENCES instead of "Audited" Audiences. Basically, they mean the same—knowledge of who listeners are. That's exactly what WOV knows about each of 5 Audited Audiences...where listeners live and shop; what they earn, spend and buy; what they like and dislike—vital data on specific listening groups...the result of penetrating, accurate and continuing listener surveys. Audited Audiences, WOV's new and more intelligent approach to the sale of radio time are available to you upon request. Ask us for the facts that will help you to TAKE THE GUESS OUT OF BUYING.

WOV's Pantry Survey...new—accurate—informative, showing the sales acceptance of 365 items in 37 different classifications is now available to any advertiser or agency upon request.

☆ WAKE UP NEW YORK *with Max Cole*
☆ 1280 CLUB *with Fred Robbins*
☆ BAND PARADE *with Bill Williams*
☆ PRAIRIE STARS *with Rosalie Allen*
☆ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *Larger than Pittsburgh.*

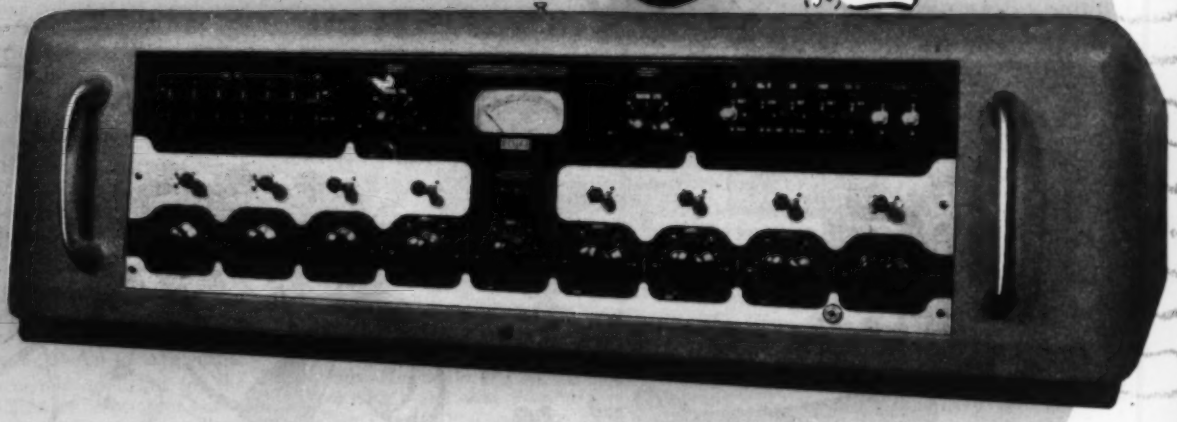
WOV
NEW YORK

There's

Pay Dirt

in the NEW 1949 GATES

SA-40 Console



Gates

RADIO COMPANY

QUINCY, ILLINOIS

AND

EASTERN ZONE

WARNER BUILDING

WASHINGTON 4, D.C.

The New SA-40 Speech Input Console is one of the many new Gates items for this year.

There is indeed *pay dirt* for each broadcasting station that will install this newest of Speech Input Equipment—Gates Model SA-40.

Added facilities such as new control board ideas, greater ease in servicing and most important, an easy-to-use console, make the SA-40 the ultimate in engineering desirability.

The SA-40 has many new features including two specials . . . all major circuits are so terminated that the engineer may install a patch panel without removing a wire, and three turntable channels each with a cue type control.

Add to this . . . plug-in type muting relays, complete remote and network override, adjustable remote cue level control, recording facilities, higher gain, plus many more of the items never found in a speech input console and you have the reason why more broadcasting stations each day are making Gates their first choice.

When you plan on building new or changing your present equipment, investigate this newest Gates Product. A line or two on your letterhead will bring the complete story of Gates Equipment and a large leather-bound catalog listing hundreds of Modern Gates Products for Broadcasting Stations.

540 kc Limit

(Continued from page 26)

nection with the forthcoming Fourth Inter-American Radio Conference, scheduled to start April 1 in Washington. This involves regional allocations between 10 and 4000 kc. Authorities said the 540 kc question would be considered from the standpoint of assuring protection to and from the sub-adjacent frequencies but that the job of spelling out details should be left to the various countries involved.

Harvey B. Otterman, associate chief of the Telecommunications Division, State Dept. Office of Transportation and Communications, is chief of planning for the April 1 conference. Sessions are expected to last till May 10 and are to be preceded by a meeting of aeronautical radio experts March 15. Gerald C. Gross, International Telecommunications Union, is to be secretary-general of the conference.

Following is the list of government installations—presumably military—which FCC proposed to protect by permitting, in general, no 540 kc broadcast station within 25 miles:

Location By STATE AND CITY

ALABAMA—Anniston, Birmingham, Mobile (Brookley), Montgomery (Gunter), Montgomery (Maxwell), Selma (Craig).

ARIZONA—Ajo (Williams Aux. 1), Chandler (Williams), Gila Bend (Williams, Aux. 4), Litchfield Park, Rittenhouse, Tucson (Davis-Monthan).

ARKANSAS—Walcott (Aux.).

CALIFORNIA—Alameda, Arcata, El Centro, El Toro, Fairfield (Fairfield Suisun), Inyokern, Long Beach, Los Alamitos, Merced (Castle), Miramar, Moffett Field, Monterey, Muroc, Oakland, Point Mugu, Ream Field, Riverside (March), Sacramento (Mather), Sacramento (McClellan), Santa Ana, San Bernardino, San Clements Island, San Diego, San Diego, San Francisco, San Rafael (Hamilton), Victorville.

COLORADO—Colorado Springs (Peterson), Denver (Lowry), Denver.

CONNECTICUT—None.

DELAWARE—Dover.

FLORIDA—Avon Park, Cecil Field, Jacksonville, Key West, Mayport, Miami, Miami (Int'n'l. Airport), Orlando, Panama City (Tyndell), Pensacola, St. Petersburg (Saufley Field), Tampa (McDill), Valparaiso (Eglin), Whiting Field, Miami.

GEORGIA—Albany (Turner), Atlanta, Columbus (Lawson), Glynco, Macon (Robins), Marietta, Valdosta (Moody), Vidalia (Vidalia-Lyons Aux.).

IDAHO—Mountain Home, Pocatello.

ILLINOIS—Belleville (Scott), Glenview, Rantoul (Chanute).

INDIANA—Columbus (Atterbury), Fort Wayne (Baer), Indianapolis (Stout).

IOWA—Sioux City.

KANSAS—Ft. Leavenworth (Sherman), Ft. Riley (Marshall), Kansas City (Fairfax), Salina (Smoky Hill), Topeka, Olathe.

KENTUCKY—Ft. Knox (Godman).

LOUISIANA—New Orleans, Shreveport (Barksdale).

MAINE—Bangor (Dow), Presque Isle.

MARYLAND—Aberdeen (Philips), Annapolis, Camp Springs (Andrews), Patuxent River.

MASSACHUSETTS—Bedford Airport, Chicopee Falls (Westover), Salem, South Weymouth, Squantum.

MICHIGAN—Grosse Isle, Kinross, Mt. Clemens (Selfridge), Oscoda, Raco, Traverse City.

MINNESOTA — Minneapolis (Wold-Chamberlain), Minneapolis.

MISSISSIPPI—Aberdeen (River Aux.), Biloxi (Keesler), Columbus, Jackson (Hawkins).

MISSOURI—St. Louis.

MONTANA—Great Falls.

NEBRASKA—Kearney, Omaha (Offutt).

NEVADA—Indian Springs, Las Vegas, Tonopah.

NEW HAMPSHIRE—Manchester (Grenier).

NEW JERSEY—Atlantic City, Cape May, Ft. Dix (Wrightstown, McGuire), Lakehurst, Newark (Municipal Airport).

NEW MEXICO—Alamogordo (Holloman), Albuquerque (Kirtland), Clovis, Hobbs, Roswell (Walker).

NEW YORK—Hempstead (Mitchell), Newburgh (Stewart), New York, Rome.

NORTH CAROLINA—Cherry Point, Elizabeth City, Weeksville, Ft. Bragg (Pope).

NORTH DAKOTA—None.

OHIO—Akron, Cleveland (Municipal Airport), Columbus (Lockbourne), Columbus, Dayton (Wright-Patterson, Fairfield-Dayton), Wilmington (Clinton).

OKLAHOMA—Enid, Oklahoma City (Tinker).

OREGON—Medford (Mun. Afld.), Tillamook.

PENNSYLVANIA—Coraopolis (Greater Pittsburgh Airport), Johnsville, Middletown (Olmstead), Philadelphia, Reading (Municipal Airport), Willow Grove.

RHODE ISLAND — Charlestown, Quonset Point.

SOUTH CAROLINA — Greenville, Myrtle Beach, North (North Aux), Sumter (Shaw).

SOUTH DAKOTA—Rapid City (Weaver).

TENNESSEE—Memphis (Municipal Airport), Memphis, Smyrna.

TEXAS—Austin (Bergstrom), Bryan, Corpus Christi, Dallas, Dallas (Hensley), Del Rio (Laughlin Aux.), El Paso (Biggs), Ft. Worth (Tarrant), Houston (Ellington), Lubbock, Marfa, Marion (Zeuhl Aux.), Pampa (Aux. 1 and 2), Prairie Hill (Aux.), Pyote, San Angelo (Goodfellow), San Antonio (Brooks), San Antonio (Kelly), San Antonio (Lackland), San Antonio (Randolph), San Marcos, Sequin (Aux.), Sherman (Perrin).

UTAH—Ogden (Hill), Wendover.

VERMONT—None.

VIRGINIA—Chincoteague, Dahlgren, Hampton (Langley), Norfolk, Oceana, Quantico, Richmond (Byrd).

WASHINGTON — Ephrata, Moses Lake (Moses), Port Angeles, Seattle, Spokane, Tacoma (Gray Aux.), Tacoma (McChord) Whidbey Island.

WEST VIRGINIA—None.

WISCONSIN—None.

WYOMING—Casper, Cheyenne (Ft. Francis E. Warren).

CANAL ZONE—Coco Solo.

DISTRICT OF COLUMBIA—Anacostia, Bolling, National Airport.

ALASKA—Dutch Harbor, Kodiak, Sitka.

HAWAII—Barbers Point, Maui.

OTHER—Canton Island, Guam, Guantanamo Bay (Cuba), Johnston Island, Midway Island, Palmyra Island, Portland Bight (Jamaica), St. Thomas (V.I.), Wake Island.

PUERTO RICO—Roosevelt Roads, San Juan.

WMPS
MEMPHIS

68 On Your Radio

10,000 W DAY TIME
5,000 W NIGHT TIME

Represented by
RADIO REPRESENTATIVES, INC.

DELETIONS

One TV, Six FM Quit

DELETION of WAGE-TV Syracuse, N.Y., the second TV permit to be surrendered this year, was reported approved by the FCC last week. Cancellation of six FM authorizations also has been announced.

Owned by WAGE Inc., WAGE-TV was dropped because of technological and economic uncertainties within the industry, the Commission was informed [BROADCASTING, Feb. 14]. The first TV deletion of 1949 was WVTL (TV) Utica, N.Y., dropped about a week earlier for similar reasons by the *Utica Observer-Dispatch*.

With the six new FM cancellations, the dropouts for that service totals 24 commercial outlets. The six are WMHC Indianapolis; KMED-FM Medford, Ore.; WFET Binghamton, N.Y.; KSEL-FM Lubbock, Tex.; KCRN Palo Alto, Calif., and WHIZ-FM Zanesville, Ohio.

Southeastern Ohio Broadcasting System Inc., which dropped WHIZ-FM, told the Commission that it had conducted a survey which showed "the enthusiasm of the general public for FM was waning and being replaced by a tremendous enthusiasm for television broadcasting." Firm, which is an AM operator also, cited in addition the high cost of FM plus the prospective higher costs of TV as reasons for its decision.

WHMC's Reason

WMHC, under permit to the William H. Block Co., was given up "in view of the uncertain future of FM broadcasting, the lack of experience of the William H. Block Co. in the broadcasting field, and the fact that it has no standard broadcast station or a qualified staff to help carry the burden of operation of the proposed station." The department store firm has sold its video station to WIRE Indianapolis, subject to FCC consent [BROADCASTING, Feb. 21].

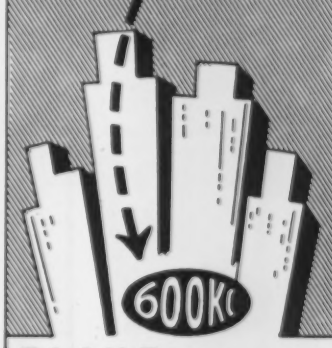
KMED-FM, owned by Mrs. W. J. Virgin, told the Commission that its licensee "at this time finds it inconvenient and undesirable to construct an FM station." Mrs. Virgin recently determined not to sell her AM outlet, KMED, after a several-year effort complicated by the Commission's Avco procedure [BROADCASTING, Jan. 31].

The Binghamton Press Co. Inc. turned in its permit for WFET with the explanation that it did not wish to construct the proposed outlet. Likewise, KSEL-FM's owner, Lubbock Broadcasting Co., stated it did not wish to proceed at this time with FM. No reason was given by KCRN's owner, Cardinal Broadcasting Co.

HIGHEST local and spot billings in the history of WMAQ (NBC) Chicago were recorded in January, Oliver Morton, manager of the spot sales department, has announced. January totals were 31% above those of the same month in 1947.

YOUR NEW
CHEVROLET or BUICK

STARTS HERE!



FLINT—WORLD'S SECOND AUTOMOBILE CITY

NOW EAST CENTRAL MICHIGAN HAS PRIMARY NBC COVERAGE

600 KC

CALL
PAUL H. RAYMER CO.
OR
TRENDLE-CAMPBELL
Stroh Building
DETROIT 26, MICHIGAN
RAndolph 9184

WTAC
FLINT, MICHIGAN
1000 Watts Day • 500 Night
600 KC
PAUL H. RAYMER, Representative

OKLA. U. MEET

Additional Speakers Named

ADDITIONAL speakers and program details for the U. of Oklahoma's annual Radio Conference on Station Problems [BROADCASTING, Feb. 7] were announced last week. Conference is to be held at Oklahoma City and Norman March 3-5.

Jerome Sill, WMLO Milwaukee, author of *The Radio Station*, will address the dinner session Thursday evening in Memorial Union Bldg. on the university campus at Norman on "New Problems for Management."

The news clinic headed by Sid Pietzsch, WFAA Dallas, will follow the dinner. Speakers will include Erle Smith, KMBC Kansas City, "News, a Station Asset"; Bruce Palmer, WKY Oklahoma City, "News and the State," and Michael Griffin, WTAQ Green Bay, Wis., "Taboos in News."

Friday sessions devoted to station survival problems will be divided into two sections, one dealing with general problems and the other with the business approach to survival. One of the highlights will be an address by Maurice Mitchell, NAB director of broadcast advertising, on "Economic Aspects of Radio Advertising."

Other Speakers

Other speakers on the subject of survival, in addition to those previously announced in BROADCASTING, will be: Don Davis, WHB Kansas City, "Promotion as a Factor in Survival"; M. H. Bonebrake, KOCY KOCY-FM Oklahoma City, "Survival of Small Independents in a Changing World"; Dave Taylor, WFRL Freeport, Ill., "Selling Radio as a Factor in Survival," and Bill Hoover, KADA Ada, Okla., "Small Market Operations."

Delegates will return to Oklahoma City Friday evening for dinner at the Biltmore Hotel. Program will be sponsored by WKY, and a feature will be the announcement of continuity awards in six classifications by Tom Conroy of Tom Conroy Co., San Antonio. Entries are accepted from any station or agency employe. Classifications include: spot commercials for retail stores, spot commercials for local services, program tie-in copy for newscasts, program tie-in copy for music shows, disc m. c. commercial copy, and miscellaneous.

Saturday sessions on television and a Saturday luncheon sponsored by the Assn. for Education by Radio will be held at the Biltmore. Television speakers, besides those previously announced: J. Soulard Johnson, CBS Radio Sales, Chicago, "Sales in Television"; Beulah Zachary, WBKB (TV) Chicago, "Some TV Production Problems"; Kern Tips (tentative), Franke-Wilkinson-Schiwetz & Tips, Houston, "The Place of Agencies in TV"; Carl Menser, WSUI (U. of Iowa station at Iowa City), "School Television Stations," and Capt. William C. Eddy (tentative), Television Assoc., Chicago, "General TV Operations." Carter Bradley, UP, will give a demonstration of television news service.

Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)

JAN. 16-22

TOTAL AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theatre	36.0	+1.4
2	3	McGee & Molly	29.4	+0.4
3	2	Jack Benny	28.6	—2.9
4	4	Godfrey's Scouts	28.0	+1.2
5	6	Walter Winchell	26.4	+0.5
6	5	My Friend Irma	25.9	—1.1
7	7	Amos 'n' Andy	25.3	—1.1
8	8	Bob Hope	25.2	—0.2
9	30	Your FBI	24.8	+5.6
10	12	Mystery Theater	24.1	+1.0
11	15	Mr. Keen	23.8	+0.7
12	11	Mr. DA	23.6	+0.7
13	26	FBI, Peace, War	23.3	+2.2
14	20	Inner Sanctum	22.8	+1.8
15	37	The Fat Man	22.4	+3.7
16	33	Mr. and Mrs. North	22.4	+2.1
17	13	Duffy's Tavern	22.2	+0.2
18	16	Sam Spade	22.0	+0.4
19	14	People Are Funny	21.4	—0.8
20	25	Suspense	21.4	—0.2
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	19.8	+0.1
2	2	Beulah	17.0	+0.5
3	—	David Harding	15.3	—
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	1	Girl Marries	12.9	0.0
2	2	Widder Brown	12.4	—0.2
3	5	Right to Happiness	12.4	+0.3
4	3	Backstage Wife	12.3	—0.7
5	4	Stella Dallas	12.0	—0.2
6	6	Pepper Young	12.0	—0.1
7	9	Godfrey (L & M)	12.0	+0.9
8	7	Portia Faces Life	11.9	+0.2
9	10	Ma Perkins (CBS)	11.4	+0.7
10	11	Our Gal Sunday	11.4	+1.2
11	13	Big Sister	11.3	+0.6
12	8	Lorenzo Jones	11.1	—0.2
13	19	Front Page Farrell	11.0	+1.2
14	12	Just Plain Bill	10.9	+0.7
15	21	Perry Mason	10.8	+1.4
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	True Detective	17.2	+0.8
2	2	Quick as a Flash	14.8	—1.4
3	3	House of Mystery	14.5	+0.6
4	6	Stars Over Hollywood	14.2	+1.8
5	8	Grand Central Station	13.4	+1.2

AVERAGE AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theatre	28.0	+1.3
2	4	McGee & Molly	24.0	0.0
3	3	Walter Winchell	23.6	+0.3
4	2	Jack Benny	21.3	—4.1
5	5	My Friend Irma	21.1	—0.7
6	23	This is Your FBI	20.8	+4.7
7	7	Godfrey's Scouts	20.4	+1.2
8	6	Mr. DA	20.4	+1.1
9	10	Bob Hope	19.8	0.0
10	12	Mr. Keen	19.7	+0.2
11	19	FBI, Peace, War	19.2	+2.4
12	15	Mystery Theater	18.9	+0.6
13	8	Amos 'n' Andy	18.7	—0.6
14	24	The Fat Man	18.5	+3.0
15	9	People Are Funny	18.3	—0.8
16	27	Big Story	18.2	+2.7
17	16	Duffy's Tavern	18.0	+1.8
18	18	Suspense	17.7	0.0
19	22	Crime Photog.	17.3	—0.4
20	25	Big Town	16.9	+1.0
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	15.7	—0.2
2	2	Beulah	14.6	+0.4
3	—	David Harding	11.5	—
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	1	Girl Marries	11.4	+0.2
2	2	Backstage Wife	11.3	—0.5
3	3	Widder Brown	11.2	+0.2
4	5	Right to Happiness	11.2	+0.3
5	4	Stella Dallas	10.9	—0.2
6	7	Pepper Young	10.6	—0.1
7	6	Portia Faces Life	10.6	+0.2
8	10	Ma Perkins (CBS)	10.5	+0.9
9	11	Our Gal Sunday	10.2	+1.1
10	12	Big Sister	9.8	+0.4
11	9	Godfrey (L & M)	9.7	+0.8
12	8	Lorenzo Jones	9.7	—0.3
13	19	Front Page Farrell	9.7	+1.2
14	15	Just Plain Bill	9.7	+1.1
15	20	Perry Mason	9.7	+1.4
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	True Detective	13.8	—0.3
2	3	Stars Over Hollywood	11.5	+1.3
3	6	Grand Central Station	11.3	+1.1
4	4	The Shadow	11.1	+0.4
5	5	House of Mystery	10.9	+0.4

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Returns to B & D

CRAIG DAVIDSON has returned to Ball & Davidson as executive vice president in charge of the agency's new branch office in Los Angeles (Wilshire - LaBrea Bldg.). Mr. Davidson and the late John Ball founded the agency several years ago. Announcement of his appointment was made last week by Carl A. Salstrand, president, and Mark Schreiber, vice president of B & D, whose main office is in Denver. Mr. Davidson formerly was vice president of Compton Advertising, New York, where he launched the "Duz Does Everything" campaign for Procter & Gamble. From New York he went to Hollywood as general manager of Raymond R. Morgan Co., advertising agency.

Mr. Davidson

Available for Sales-Minded Sponsors

TV . . . THE NAME YOU WILL REMEMBER

Wm. Lang's 5-minute Biogs. Commercial-Economical-Fast Moving-Live-Merchandisable.

AM . . . THE WILLIAM LANG SHOW

With a terrific Network Record.

PEOPLE, PLACES AND THINGS

For Kids 6 to 16. Both 15 minutes, Five-a-week, Featuring Lang's Narrations

CLAUDE BARRERE

70 E. 45th St., New York 17

AD SESSION

Ohio State Meet Planned

THE FIFTH Advertising and Sales Promotion Conference and the Second Television Seminar operated by Ohio State U. will be held March 17-18 at Columbus. "Advertising in a Buyer's Market" is to be the theme of the seminar, according to Dr. Kenneth Dameron, general conference chairman.

The conference is to open Thursday (March 17) with a discussion of national advertising in a buyer's market. A luncheon session will deal with responsibilities of management and an early afternoon session is to deal with local advertising in a buyer's market.

The television seminar is to be held later Thursday afternoon. Participants in this seminar have been secured from networks, stations and Ohio advertisers.

Friday morning session will be in the nature of a clinic—being devoted to a review and discussion of the subjects covered Thursday. Session closes with a joint luncheon meeting Friday with the Columbus Advertising Club.

Co-sponsoring the two-day meeting are the Ohio Assn. of Broadcasters, Ohio Newspaper Assn. and all leading advertising clubs of Ohio.

WNOR MANAGER

Earl Harper Is Appointed

EARL HARPER, veteran of more than 20 years in radio circles, has been appointed general manager of WNOR Norfolk, Va., which begins operations about April 1, according to Louis H. Peterson, vice president and managing director of WNOR and also president and general manager of WSSV Petersburg, Va. WNOR is a fulltime independent, will be on 1230 kc with 250 w. Permittee is Norfolk Broadcasting Corp.

Mr. Harper

Mr. Harper started in radio as a sports announcer at WDSU New Orleans in 1926. In 1929 he moved to Cleveland, continuing his sports work and serving as program and publicity director of WJAY WEI WGAR. Moving to New York in 1932, he handled Newark baseball broadcasts for 11 years and was heard on MBS and regional networks, and various New York stations.

In 1944 Mr. Harper returned to Cleveland as sports and special events director of WJW. He was appointed commercial manager of WFRP Savannah, Ga., in 1947, resigning last year to open the Walker Co.'s Atlanta branch.

GENERAL ELECTRIC Co., Syracuse, N. Y., has announced distribution of its new television-radio-phonograph console (Model 820). New model to retail for $695.

Hands Off!

(Continued from page 25)

power to influence public opinion is best distributed rather than concentrated in a few hands."

Another said: "The present pattern of radio broadcasting . . . has grown up with 50 kw maximum power; increases of a substantial nature for clear channel stations could completely disrupt this pattern."

Only last month Sen. Edwin C. Johnson (D-Colo.) said that this clear channel issue "must be determined by the lawmaking body" [BROADCASTING, Jan. 31]. In general, broadcasters agree with this sentiment. However, it can be seen that half of those polled disagree with the report by Sens. Charles N. Tobey (R-N. H.) and Ernest W. McFarland (D-Ariz.) which urged the breakdown of clear channels. Sen. Johnson endorsed this report.

Opinions on FCC

Several broadcasters expressed the general hope that a new radio law would be more explicit in defining the exact functions of the FCC. As indicated by the response to the questionnaire, there was sentiment that the FCC should be limited to a "technical allocation" function, and that other matters should be left to the discretion of the individual broadcaster.

"Self regulation has made tremendous strides in ever phase of the broadcasting industry in the past few years," a New York broadcaster said. "Much credit goes to Justin Miller and his NAB for these obvious improvements. What has been achieved along these lines obviously is not appreciated in some political circles. Radio has come of age . . ."

Other broadcasters made comments which indicated that "on the whole FCC was not doing a bad job," but each qualified his approval with a request for a more tightly written act with no loopholes of interpretation.

FCC's Place in Government

In view of the Hoover Commission's reorganization plans for the executive branch of the government, broadcasters were asked whether or not FCC's position should be altered in any such shakeup. Eighty-four per cent felt that FCC should be continued as an independent agency; 8% felt that it should be placed in a department with cabinet status, such as the Dept. of Commerce, and another 8% felt that it should be combined with other business regulatory agencies such as the Federal Trade Commission or Interstate Commerce Commission. (Table IV)

On the operating policy of FCC, there was strong feeling for the separation of the work into panels, 72% approving the idea of having a broadcast division, a common carrier panel and a panel for special and safety services. About half felt that the chairmanship of the FCC should be rotated among the members of the commission. (Table I)

Greater speed in handing down decisions was urged upon the Commission. About three-fourths of the managers felt that there should be a specified limit in time from the day an action is filed, within which a decision must be returned.

In the financial area, station managers were 95% opposed to the fixing of a price at which stations were to be sold. It was the question which received the most unanimous "no" of all the possible regulatory suggestions contained in the survey. In the same connection, managers were split on the matter of reporting financial condition to the FCC. Nearly half (49%) were opposed, and 44% felt that such information should be reported.

There is a change in sentiment on this point from 1947's ballot—at that time a clear 61% majority were opposed to the idea.

The 65% response to a mail ballot used in this survey indicates the high level of broadcaster interest in these legislative matters. And the low percentage of "don't know" or "no answer" responses to questions indicates that broadcasters as a whole are well informed on legislative matters, and have thought through the issues involved.

The sample used represents an accurate cross section of stations by geographic location; class of station; city-size; and by network affiliation.

Ad Women's Dance

THE ANNUAL spring dinner and dance of Advertising Women of New York is to be held Friday, April 8, in the Grand Ballroom of New York's Hotel Astor, Mrs. Mary K. Heeren, chairman of the event, announced last week.

WIMA Set Aside

LICENSE of WIMA Lima, Ohio, was set aside by the FCC last week without prejudice to the station's continuing operations on program test basis. The Commission set aside the license, granted Jan. 31 for 1 kw on 1150 kc, in view of petition for reconsideration filed Feb. 9 by Sky Way Broadcasting Corp., losing competitor for the frequency at Columbus, Ohio [BROADCASTING, Oct. 27, 1948].

ABC Names Moore

BRYAN S. (DINTY) MOORE has been named to handle legal affairs for ABC Western Division for Lillick, Geary & McHose, Los Angeles, according to Frank Samuels, manager of ABC West Coast operations. He replaces Donn Tatum, resigned to become general counsel and assistant secretary of Don Lee Network [BROADCASTING, Feb. 7].

don't miss this MARKET
it's yours via WSIX

WSIX's 60 BMB counties more than cover Nashville's 51-county trade area. In this rich, farm - city - industrial market 1,321,400 people* spent $654,888,000 in retail outlets last year. Don't miss this important market. Sponsors report results year after year from WSIX.

Projected from Sales Management May, 1948

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Avco Confusion

(Continued from page 23)

interference themselves.

Amendments to applications would generally have to meet the same tests set for new applications.

If an application were advertised and then amended so as to change frequency, power, hours of operation, antenna pattern or station location involved, or to change control of the applicant, then the application would be given a new file number, taken out of the hearing docket if it had been set for hearing, and would have to be readvertised. Exceptions: Amendments to specify one FM or TV channel instead of another, provided the new channel is available in the allocation tables.

Renewal Applications

Renewal applications would be filed four months ahead of expiration of license, instead of the present two months.

Applications for the facilities of an existing or authorized station (or applications otherwise mutually exclusive with those of an existing or authorized outlet) could be filed only during the 90-day period following first advertisement of the existing station's renewal application, with this exception:

When an existing station applied for change in power, frequency, operating hours, antenna pattern, or station location, then a mutually exclusive applicant might enter the case within the 90-day period, provided his application were mutually exclusive with both present and proposed operations of the existing station.

Thereupon the licensee of the existing station would be required to make a choice: Either submit a renewal application within 60 days for comparative hearing with the mutually exclusive request, or dismiss his application for changes. If he chose dismissal, he could refile during the four months preceding expiration of his current license.

In the case of applications set for hearing, it would no longer be possible for an applicant to secure dismissal "without prejudice" during the 30 days preceding the scheduled hearing date. Until then, applicants could withdraw merely by notifying the Commission and the other parties to the hearing (at present, formal petition to dismiss is required in hearing cases).

After the 30th day before the scheduled hearing date, under the proposed rule, all dismissals—for whatever reason—would carry a proviso forbidding re-filing within 12 months.

The 30-day period would be counted from the first hearing date set by the Commission, in cases where hearings are set and later postponed.

No petition to amend would be accepted after issuance of a proposed decision in the case, except "an amendment involving removal of a named person in case of death, if such person holds a minority interest in the applicant."

Protection for Applicant

The proposed rules undertake to protect an original application against a prolonged chain of mutually exclusive requests.

To illustrate, FCC took the case of Applications A, B, and C. Application A was filed first. Application B, mutually exclusive, was filed during the prescribed 90-day period. Application C could then be filed during the 90 days after Application B, provided it was mutually exclusive with B but not with A. Thus FCC might be able to grant both A and C, but not both B and C.

TV and Class B FM applications, FCC said, would be considered mutually exclusive if they requested the same channel or if the number of applications for that area exceeded the number of channels available. The Commission has followed a similar policy in the past.

Where more than one applicant was seeking a given FM or TV channel but where other channels were available the Commission could, under the proposed regulations, make partial grants by assigning an applicant to a channel different from the one he requested.

Applications inconsistent with FCC's rules would be dismissed, subject to the right of the applicant to request, within 20 days, a hearing or oral argument on the question of inconsistency.

Time Limit

Petitions for rules changes which would adversely affect a pending application would have to be filed within the 90-day period following the first advertisement of the application involved.

If the Commission had held a rule-making proceeding and amended or refused to amend a rule, no further request to change that rule could be made within a year. Only exception would be where "a showing is made that due to changed conditions since the Commisison last acted, a waiver of the one-year provision should be granted."

The section on rules changes, however, would not alter FCC's present policy of requiring rule-making proceedings whenever changes in the TV or FM allocations tables are requested. Each area designated in the tables would be regarded as a separate case, "so that the [one-year] provision is applicable only if the Commission's action related to an assignment for the area is in question."

Thus, FCC explained:

If the Commission denies a petition for rule-making requesting that television channel X be removed from City B to City A, no petition for rule-making to move a channel from City B to City A will be eligible for filing for one year, even though the request may be to remove Channel Y or Channel Z from City B. However, a petition may be filed before the expiration of one year to remove a channel from City C to City A.

Until an applicant submitted proof of advertising, his application would not become available for processing. Proof would have to be submitted within one week after the last publication.

Generally, the advertisement would be carried in the community where the station is located or proposed. But, where the application proposed to move a station from one community to another, advertisement in both communities would be required.

Following is the text of the Commission's proposal with respect to the information to be included in the advertisement:

1. The name of the applicant or applicants. If the applicant is a partnership, the notice should contain the names of all partners. If the applicant is a corporation, the notice should contain the names of the stockholders (or stock subscribers), its officers and directors. If the corporation has more than fifteen stockholders (or stock subscribers) only the officers, directors and the fifteen principal stockholders (or stock subscribers) need be listed.

2. A description of the authorization requested in the application showing the type of station (e.g. standard, FM, or television), type of authorization (e.g. for new station, change in facilities, renewal of license, or transfer of license), and the frequency, power, hours of operation, and the specific location of the main studio and antenna where the antenna site must be specified in the application.

3. A statement that copies of the application are available for inspection at the Commission's offices in Washington, D. C., and at an address designated by the applicant within the community where the station is to be located.

4. A statement that any person having any information concerning the qualifications of the applicant or the operation of the station may communicate with the Commission.

'DEMOCRACIA' SOLD

Was Center of Clark Incident

SALE of the Argentine morning newspaper, *Democracia*, by Senora de Peron, to close and affluent associates of the Peron government was reported in an Associated Press dispatch Feb. 18. The wife of Argentine President Juan D. Peron disposed of the newspaper last November, although the development came to light only this month.

Democracia, which almost without exception reflects the government party line and serves as its mouthpiece, will be remembered as the publication which last July emblazoned on its front page correspondent Herbert Clark's dispatch on the Inter-American Broadcasting Assn. assembly, as well as his personal letter to BROADCASTING publisher.

The documents had been intercepted through a "providential circumstance" as proof that "North American capitalist monopolies" were intervening in Argentine affairs [BROADCASTING, July 26, 1948]. The U. S. State Dept. subsequently wrote finis to the BROADCASTING-Argentine incident.

New executives of the newspaper said there has been no change in editorial and operating policies. Its new president is Alberto A. Dodero, a close associate of the Perons and wealthy shipping magnate. Maj. Vicente C. Aloe, administrative secretary to President Peron, is vice president.

WMPS MOVES

Radio City Is New Home

MOVE by WMPS Memphis to new studio and office space in Radio Center is slated to take place today (Feb. 28). The new location features seven studios, including a theatre studio, and is reported to have cost a quarter of a million dollars.

In making the announcement, Harold R. Krelstein, vice president and general manager, termed the new facilities as among the most modern in the South. He said that another floor in the building would be designed to house the FM and television facilities of WMPS.

Although the new location is not finished as yet, the station reports that the move was necessitated at this time due to expiration of its lease in Columbian Towers. The formal opening is expected at the end of May or in early June.

WOODS APPEAL

Climaxes Heart Drive

ABC President Mark Woods, chairman of the public relations committee of the American Heart Assn., last Saturday climaxed the National Heart Campaign with an appeal for generous contributions to the $5 million fund to combat heart disease.

Closing a special all-star ABC broadcast, *Have a Heart*, Mr. Woods said "There is hope for a healthier future if we all get behind this campaign and help our doctors and scientists."

NIGHT SSA PLEA

Filed by Two Daytimers

TWO MORE daytime stations filed petitions with FCC last week seeking special service authorizations for nighttime operation on 730 kc. They were WLIN Merrill, Wis., and WTIK Durham, N. C., both assigned 1 kw daytime on that frequency.

Earlier such request was filed by WPIK Alexandria, Va., seeking SSA for 250 w night on 730 kc. WPIK presently is assigned 1 kw day on that channel [BROADCASTING, Feb. 21]. All three of the requests are linked with the Daytime Petitioners Assn. which seeks a hearing on Sec. 3.25 of FCC's rules precluding such proposed use of 730 kc and five other Mexican Class I-A channels.

Both WLIN and WTIK seek 250 w night power. WLIN is licensed to Alvin E. O'Konski and WTIK to Durham Broadcasting Co.

LOW-POWER FM

Asked for Church Groups

AUTHORITY for recognized religious groups to operate low-powered non-commercial FM stations on the same basis now provided for educational institutions was requested last week by the Radio Commission of the Southern Baptist Convention and the Executive Board of the Baptist General Convention of Texas.

They asked FCC to amend its rules to permit such operation in the 88-92 mc educational FM band or elsewhere in the FM spectrum, declaring that 10-w stations operated by churches could be invaluable in advancing community and religious life [CLOSED CIRCUIT, Feb. 14].

The Baptist General Convention of Texas, according to the petition, has been informed by some 180 associated churches that they are "definitely interested" in setting up low-power FM broadcasting units. These can be established at relatively low costs and would reach substantially all of the area represented by the respective church's memberships, FCC was told.

The petition, filed by Leonard H. Marks and Bernard Koteen of the Washington law firm of Cohn & Marks, contended that "there is now no effective demand for use of the FM spectrum set aside for non-commercial educational operation which would in any way justify reserving that band rather than permitting its use for the purpose, at least equally important as education, of religious broadcasting." About 52 educational stations are operating or authorized in the 88-92 mc band.

SPAC

(Continued from page 23)

raids began capturing some of NBC's biggest stars.

He is not expected to minimize the mention of the recent shift of International Harvester's *Harvest of Stars* to NBC from CBS or of the firm hope of NBC that it will entice U. S. Steel's *Theatre Guild of the Air* from ABC.

Mr. Denny reportedly will point out that NBC's program department, which has been busier than it has been for years, has examined hundreds of programs and has come up with a list of 50 or so of—"possibly acceptable" programs.

Whether Mr. Denny will have at hand the identities of the programs with which NBC will fill its Sunday evening schedule was not known.

So far no replacements have been announced for International Silver's *Ozzie & Harriet*, now heard 6:30-7 p.m. on NBC, which moves to CBS next fall; for Ford Motor Co.'s Fred Allen, at 8-8:30 p.m., when Mr. Allen quits radio, at least temporarily, at the end of his present season; or for Sterling Drug's *Manhattan Merry-Go-Round*, now heard 9-9:30 p.m., which is being dropped.

Three Hours to Fill

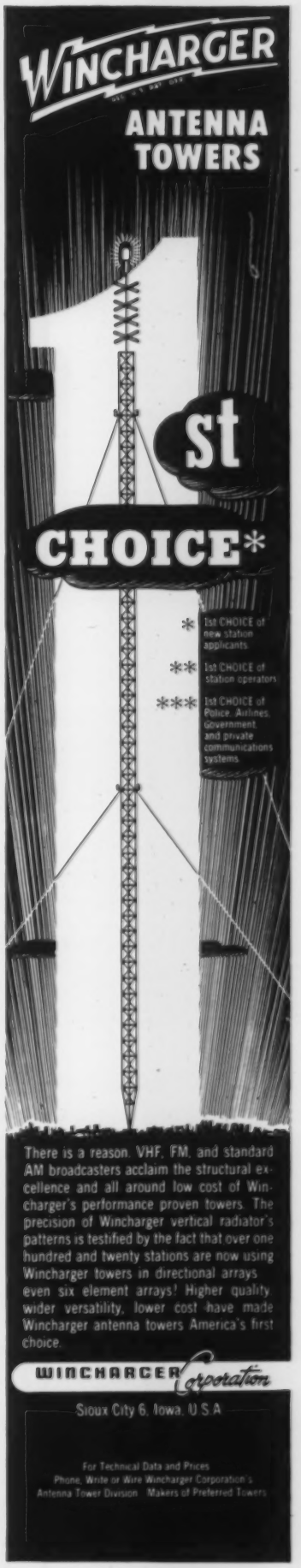
Since Philip Morris Co. is thought likely to move its *Horace Heidt Show*, now heard 7-7:30 p.m. opposite Jack Benny, in the near future, NBC will have the 6:30-9:30 p.m. time (except for the Phil Harris-Alice Faye program sponsored by Rexall) to fill.

Mr. Denny is expected to say that if negotiations with U. S. Steel reach fruition, the *Theatre Guild* will move into the 8:30-9 p.m. Sunday time, in which a sustainer is now heard. Or, that failing, the network may place Henry Morgan, with whom it recently signed a radio-television contract, in that period.

Mr. Denny will also remind affiliates that NBC has another comedy property it believes promising in the team of Dean Martin and Jerry Lewis. At least one sponsor is said to be seriously considering the team, and the principal difficulty delaying the Martin-Lewis debut is finding a suitable time for them.

Messrs. Trammell and Denny will address the Monday morning session of the affiliates. After lunch, a closed meeting of the stations will be held with network executives excluded. The Tuesday schedule will be devoted to television.

Top television executives of the network will discuss the network's video plans in the Tuesday morning session. A luncheon, at which Wayne Coy, FCC chairman, will be chief speaker, will follow. The afternoon session again will be a stations meeting followed by a meeting to which NBC executives are bidden in case stations have questions to ask.


WINCHARGER
ANTENNA TOWERS
1st
CHOICE*
* 1st CHOICE of new station applicants
** 1st CHOICE of station operators
*** 1st CHOICE of Police, Airlines, Government and private communications systems
There is a reason. VHF, FM, and standard AM broadcasters acclaim the structural excellence and all around low cost of Wincharger's performance proven towers. The precision of Wincharger vertical radiator's patterns is testified by the fact that over one hundred and twenty stations are now using Wincharger towers in directional arrays even six element arrays! Higher quality, wider versatility, lower cost have made Wincharger antenna towers America's first choice.
WINCHARGER Corporation
Sioux City 6, Iowa, U.S.A.
For Technical Data and Prices
Phone, Write or Wire Wincharger Corporation's
Antenna Tower Division Makers of Preferred Towers

FOR $ALES

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.

It's 630 in Savannah WSAV

630 kc. 5,000 watts Full Time

Represented by Hollingbery

Storm Service

(Continued from page 26)

land, Kan., was virtually the only contact that area had with the outside world during the height of the blizzard. When the storm became critical, KWGB contacted the FCC in Washington, via a local ham operator, and gained permission to continue broadcasting after the customary 4:30 p.m. sign-off.

The station carried transcribed and recorded music until 11 p.m., interspersed with frequent storm warnings and distress messages. After that time, a standby engineer was on duty at the transmitter throughout the night to take additional messages. KWGB's entire staff worked long hours overtime taking down messages from stranded travelers and airing distress pleas.

Staff members at KOTA Rapid City, S. D., went on a 24-hour working schedule during the first three-day blizzard that swept that section of the state. Announcers Harpo Horton, Harley Hanson, Ralph Gilquist and Dick Andrews kept up a constant broadcast of distress calls as they were phoned to the station.

When airplanes were finally able to take off on the third day, Harry S. Petersen, director of special events and sports, boarded one of the planes as a spotter and did much toward relief of stranded ranchers and farmers.

Ground distress signs for airplanes were broadcast at 15-minute intervals by KOTA, aiding greatly in the rescue effort.

Indiana listeners were given a first hand account of conditions in the blizzard area by Gordon Graham, news chief, WIBC Indianapolis, who flew with an emergency team of the 10th Air Force on its "Operation Haylift." On his five-day flight, Mr. Graham covered 3,600 miles over Nebraska, South Dakota, Wyoming and Colorado.

Sunny California also was given direct coverage of the disaster which had struck neighboring states. Sam Braly, newscaster at KSUE Susanville, Calif., went out on an "Operation Haylift" flight the second day of the event to describe the dropping of hay to livestock in eastern Nevada. Gerry Oliver, commercial manager, also covered part of the operation, flying from Susanville to Fallon, Nev., where he recorded an interview with the commanding officer of the operation.

After the recorded interviews were aired on KSUE, they were mailed to KWIN Ashland, Ore.; KOOS Coos Bay, Ore., and KEVR Everett, Wash.

Don Peach, farm director at KOA Denver, cooperated with the Colorado flying farmers to tell farm families what to do in emergencies. Advice from college and stock specialists in care of stock in the storm area was aired, as well as other information. Bill Day, newsroom chief, reported eyewitness accounts during the worst part of the blizzard.

A series of seven special broadcasts was aired by Mal Hansen, farm director at WOW Omaha, on his *Farm Service Reporter*. These included two from a haylift plane and one each from an Army operations office, a plane which dropped medical supplies and food, Red Cross offices in Norfolk which serviced 22 northwestern counties, a field near West Point with a relief doctor, the Norfolk hospital with messages to snow patients and a ski-plane which had been on 150 rescue missions.

Floods in New England

While the West and Midwest dug out from under a snow blanket, New England was struck by floods. North Adams, Mass., one of the hardest hit spots, received almost constant service from WMNB and its FM affiliate, WMFM.

All regular programs on the stations were cancelled during the emergency, giving way to details of the flood and a constant stream of official disaster relief announcements and emergency appeals. Staff members worked under terrific handicaps, wading through hip-deep water to open the station 2½ hours before regular sign-on time.

During most of the time, a foot of water covered the floors of the offices and studios. In the control room the water level was kept as low as possible by a bucket brigade of staff members, until electric pumps were obtained by air appeal. When the water in the control room flooded the audio circuits the station was forced off the air until a remote amplifier could be installed. WMFM remained on the air constantly, however.

WCNX Middletown, Conn., on the air less than a month, had the first test of its "flood proof" transmitter during the New England floods. The station was built with the idea of providing reliable service under flood conditions, according to Kenneth A. Bishop, chief engineer.

When the site for the transmitter was selected it was found that the maximum flood level recorded in that location was about 32 feet. As the ground elevation at the base of WCNX's tower is only five feet, the station was faced with a construction problem.

It was solved by installing a shunt fed antenna and mounting the antenna tuning equipment on a platform built on four telephone poles 35 feet above the ground. To locate the transmitter house above the maximum expected flood level it had to be built 600 feet from the tower. Tower lighting cables and coaxial feed line are suspended from a pole line which the engineers constructed.

Canadian Independents

ACTION to be taken by Canadian independently-owned broadcasting stations before the forthcoming Royal Commission on radio, television and cultural agencies of the government, is to be discussed at the March meeting of the directors of the Canadian Assn. of Broadcasters. Meeting will be held at the Chateau Frontenac, Quebec.

AIR TOLERANCE

White Lauds Broadcasters

BROADCASTING has done more to depict the Negro as a human being and an integral part of American life than motion pictures or the stage, according to Walter White, executive secretary of the National Assn. for the Advancement of Colored People.

Speaking at last Thursday's Radio Executive Club luncheon meeting at New York's Roosevelt Hotel, Mr. White cited the CBS *Open Letter* documentary on the 1943 Detroit race riots as an example of the fine efforts broadcasters have made in the education of the public for tolerance. The series won a Peabody award.

Radio should set the pattern in the practice of non-discrimination rather than follow such patterns, Mr. White said. Steps in the right direction have already been taken by the industry, he mentioned, in the hiring of Negroes as actors, singers and writers. More can be done, he pointed out, in the hiring of commentators, news analysts, engineers and technicians in the field. He commended WAAT WAAT-TV and WATV Newark for their progress in that direction.

The Newark stations boast three Negro staff members, including a night engineer, an assistant television cameraman, and Bill Cook, staff announcer, who disc jockeys two hours daily, and pulls the highest Hooperating in the 12-1 and 1-2 p.m. time periods for northern New Jersey, according to Bill Greene, WAAT program manager.

Fast Time Bill

A BILL to authorize establishment of daylight saving time in the Washington, D. C. area, passed Feb. 10 by the Senate was referred Feb. 14 to the House Committee on the District of Columbia. The measure (S-135), authored by Sen. J. Howard McGrath (D-R.I.), would authorize the District's Commissioners to establish the fast time annually.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ CBS · 5000 WATTS · 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC. *National Representatives*

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

Co-op Advertising

(Continued from page 32)

garner a larger portion of the cooperative advertising dollar.

The study has revealed conclusively that the local radio station wants to be that medium. Eighty-seven per cent of the commercial managers surveyed felt that cooperative advertising offered an excellent opportunity to achieve a stronger position in the retail advertising picture, and warranted the additional work entailed in keeping accounts straight and in furnishing duplicate bills and transcriptions for manufacturers.

Type of Job

The study also indicated to some extent the type of job that time salesmen have cut out for themselves if they expect to make a strong bid for the cooperative advertising allowances available. Nearly half the radio station commercial managers felt that the average retailer was eager to participate in cooperative advertising arrangements and 54% felt that he had to be sold on it, either by the manufacturer or the medium salesman.

The study also revealed the types of manufactured goods advertised most commonly on the reporting stations through cooperative manufacturer - retailer arrangements. (See chart, page 32).

Electrical appliances and automobiles lead the list by far but there is a sufficient number of accounts in the furniture, hardware, men's and women's apparel, and cosmetics fields to warrant investigation by the local station into retailers' awareness of manufacturer advertising allowances.

Retail stores that are the most logical prospects are: Home appliance shops, automobile agencies, men's and women's clothing shops, particularly those catering to the carriage trade, department stores, and drug stores.

Newspaper Competition

Finally, the study indicated that when the local station moves into the thick of the fight for the cooperative advertising allowance, it assumes a position even more in direct competition with the local newspaper, the traditional cooperative advertising medium, than it has been in previously.

The average small retailer is prone to feel that the cost of radio advertising is prohibitive. The manufacturer's advertising allowance may well be the strongest weapon that the small local radio station has in assuming greater importance in retail advertising.

As the time salesmen can point out, the retailer only pays for a percentage of a proposed announcement or program time, the manufacturer paying for the remaining portion. This makes the medium of radio available to a far greater number of retailers. If the time salesman can convince the retailer of the advantages of radio as a medium for his cooperative advertising dollar, not only will he have brought new business to the station, but he will have also established business contacts with the advertising-minded retailers of his coverage area who are the logical prospects for time purchases of their own without manufacturer aid.

Cooperative manufacturer - retailer advertising seems to be an excellent means of achieving more retail accounts for the local station. Indeed, local radio seems to be a "natural" for cooperative advertising.

KMAC Denied

KMAC San Antonio's petition for reconsideration of FCC's taxicab radio grant to Yellow Cab & Baggage Co. [BROADCASTING, Aug. 16] has been dismissed by the Commission. The station claimed the taxicab radio antenna, to be located near KMAC's, would affect the KMAC directional pattern. FCC noted that KMAC failed to submit evidence and that the taxicab company had cited precautions taken to avoid interference and had submitted supporting measurements.

AT&T REPORT

WE 13.5% Above 1947

AT&T total assets reached $10,000,683,026 in 1948 and net income for the year was $222,415,868, a rise of $61,227,245 over the $161,188,623 reported for 1947.

Earnings on the common stock amounted to $9.86 a share, compared to $7.66 in 1947.

The figures were given out last week in the Bell System's annual report published in advance of the AT&T's 64th annual meeting April 20. President Le Roy A. Wilson said the system is "in financial good health" and stressed that it is to the advantage of the public that the company's earnings remain high to continue its services. The report reviewed AT&T advances in television in the past year and promised that more such developments are on their way.

Also made public was the Western Electric Co.'s annual report, which by virtue of its manufacturing for AT&T, had record sales of $1,132,972,000 in 1948, a 13.5% increase over 1947. Earnings amounted to $50,848,000 or 4.5c per dollar of sales. After paying dividends of $36,000,000, or $4 per share, there remained $14,848,000 of the year's earnings invested in the business. Assets of the company were $663,019,116, compared with $654,387,297 in 1947.

HELLMAN NAMED

To Represent NAEB

EDWIN HELLMAN, director of WOBE-FM Cleveland, has been appointed official representative of the National Assn. of Educational Broadcasters to the second national conference of the U. S. National Commission for UNESCO. Announcement of Mr. Hellman's appointment was made by Richard B. Hull, director of WOI Ames, Iowa, and president of the NAEB.

Mr. Hellman will attend the three-day UNESCO conference in Cleveland, March 31, April 1 and 2.

WSBT

—and only WSBT

—commands the

South Bend audience!

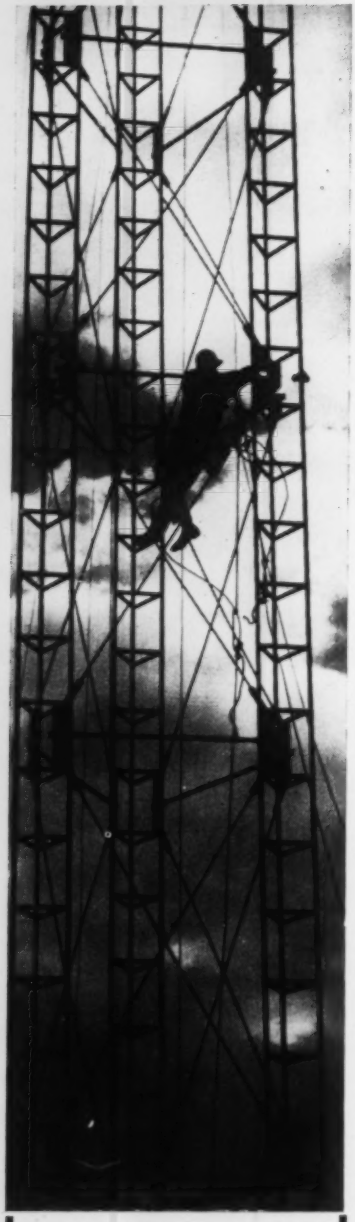
Sure, people *can hear* other stations in South Bend—but they *listen* to WSBT. This station has won its audience through more than 27 years of personalized service to this market. It gives listeners what they want when they want it. This is why the ever-growing WSBT audience remains loyal year after year, Hooper after Hooper. No other station even comes close in Share of Audience.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

AM · FM
TELEVISION
TOWERS



Erection detail of 490' AM-FM-TV tower for WAZL, Hazleton, Pennsylvania.

STAINLESS, INC.
50 CHURCH STREET.
N. Y. C.
PLANT: NORTH WALES PA.

AGENDA—THIRD ANNUAL NAB BROADCAST ENGINEERING CONFERENCE

April 6-9, Hotel Stevens, Chicago

WEDNESDAY, APRIL 6

10 a.m. Registration; Meeting, NAB Engineering Executive Committee.
2 p.m. Tour, Hallicrafters Plant.
6 p.m. Reception-Cocktail Party.

THURSDAY, APRIL 7

8 a.m. Registration
9 a.m. Presiding: A. James Ebel, WMBD Peoria, Ill., chairman, NAB engineering executive committee.
"A Method of Selecting an FM/TV Transmitting Site," E. S. Clammer, commercial engineer, Engineering Products Dept., RCA-Victor, Camden, N. J.
9:30 a.m. "The Practical Solutions of TV Installation Problems," Robin D. Compton, technical manager, WOIC (TV), Washington.
10 a.m. "Making and Analyzing TV and FM Field Intensity Measurements," George P. Adair, consultant, Washington.
10:45 a.m. "The Design, Development and Operation of a TV Mobile Unit," Willis I. McCord, manager, TV Specialties Dept., Allen B. DuMont Labs, Passaic, N. J.
11:15 a.m. "Operation of the Image Orthicon Camera," John H. Roe, Supervisor, TV systems engineering group, RCA-Victor, Camden, N. J.
11:45 a.m. "A 2,000 mc Television Relay Link," Martin Silver, project engineer, Federal Telecommunication Labs, Nutley, N. J.

LUNCHEON, 12:30 p.m.

Presiding: Royal V. Howard, director, NAB Dept. of Engineering.
Address of Welcome, Justin Miller, president, NAB.
"Engineering Education and the Broadcast Industry," Dr. William L. Everitt, head, Dept. of Electrical Engineering, U. of Illinois, Urbana, Ill.

East End, Grand Ballroom, Hotel Stevens

2:15 p.m. Presiding: John H. DeWitt Jr., member, NAB engineering executive committee, president, WSM Nashville.
"AM, FM and TV Audio Measurements," Frank H. McIntosh, consultant, Washington.
2:45 p.m. "The NAB Recording & Reproducing Standards for Disc and Magnetic Recording," Robert M. Morris, radio facilities engineer, ABC.
3:15 p.m. "Magnetic Tape Recording & Reproducing," Dr. S. J. Begun, vice president, Brush Development Co., Cleveland.
3:45 p.m. "Properties of Magnetic Tape and Their Relation to Magnetic Recording," Reynolds Marchant, development engineer, Minnesota Mining & Mfg. Co., St. Paul.
4:15 p.m. "A New Portable Audio Amplifier for AM-FM-TV," William W. Dean, audio engineer, broadcast engineering section, General Electric Co., Syracuse.

FRIDAY, APRIL 8

9 a.m. Presiding: William B. Lodge, Network Adviser, NAB engineering executive committee, vice president in charge of general engineering, CBS.
"A Loop-Antenna System for Television Broadcasting," A. G. Kandoian and R. A. Felsenheld, Federal Telecommunication Labs, Nutley, N. J.
9:30 a.m. "A New and Low-Cost Television Transmitting Antenna," M. W. Scheldorf, engineer in charge of research, and Lawrence R. Krahe, engineer, both of Andrew Corp., Chicago.
10 a.m. "Design Problems in Triode and Tetrode Tubes for High-Frequency Operation," Dr. Howard Doolittle, development engineer, Machlett Labs, Springdale, Conn.
10:45 a.m. "Development, Design & Application of Superpower Frequency Modulation," J. E. Young, manager, broadcast transmitter engineering group, RCA-Victor, Camden, N. J.
11:15 a.m. "Automatic Selection of Broadcast Program Circuits," John A. Green, head, Robert D. Essig, engineer, Broadcast Engineering Dept., both of Collins Radio Co., Cedar Rapids, Ia.
11:45 a.m. "High-Voltage Metallic Rectifiers Applied to Broadcast Transmitters," Charles K. Hooper, advisory engineer, and Nelson B. Tharp, design engineer, both of Westinghouse Electric, Baltimore.

LUNCHEON, 12:30 p.m.

Presiding: Neal McNaughten, Assistant Director, NAB Dept. of Engineering.
"NAB's Broadcast Engineering Conference, Remarks by A. D. Willard Jr., executive vice president, NAB.
"Atomic Energy Is Here for Good," illustrated, Dr. Lincoln R. Thiesmeyer, executive assistant to the director, Brookhaven National Lab, Patchogue, Long Island, N. Y.
2:15 p.m. Presiding: J. R. Poppele, member, NAB engineering executive committee, vice president and chief engineer, WOR New York.
"Iconoscope Film Pickup Systems," Harry R. Smith, head of special projects group, TV transmitting equipment division, Allen B. DuMont Labs, Clifton, N. J.
2:45 p.m. "The Improved 16mm Synchrolite Projector," H. B. Fancher, television engineer, TV engineering section, General Electric Co., Syracuse.
3:15 p.m. "Kinescope Recording," Ralph V. Little Jr., supervisor, theatre TV engineering section, RCA-Victor, Camden, N. J.
4 p.m. "A Cathode Ray Tube Video Scanner," Roger D. Thompson, project engineer, transmitter division, Allen B. DuMont Labs, Clifton, N. J.
4:30 p.m. "General Purpose Television Studio Lighting," Richard Blount, engineer, Lamp Dept., General Electric Co., Cleveland.
5 p.m. "Television Receiving Antenna Design and Installation," Lewis Winner, editorial director, Bryan Davis Publishing Co., New York.

SATURDAY, APRIL 9

MORNING SESSION—9 a.m.
East End Grand Ballroom, Hotel Stevens

9 a.m. Presiding: Oscar C. Hirsch, member, NAB engineering executive committee, KFVS Cape Girardeau, Mo.
"Training of AM & FM Engineering Personnel for TV Operations," Whitney M. Baston, technical training director, NBC, New York.
9:30 a.m. "Recent Advances in Broadcast Facsimile," John V. L. Hogan, president, Radio Inventions, New York.
10 a.m. "A Progress Report on Ultra-High Frequency Television," Dr. Thomas T. Goldsmith Jr., director of research, Allen B. DuMont Labs, Passaic, N. J.
10:45 a.m. FCC—Industry Roundtable. Royal V. Howard, NAB, moderator. For the Commission: John A. Willoughby, acting chief engineer; Edward W. Allen Jr., chief, technical information division; James E. Barr, chief, standard broadcast division; Cyril M. Braum, chief, FM broadcast division; Edward W. Chapin, chief, laboratory division; Curtis B. Plummer, chief, TV broadcast division. For Industry: A. James Ebel, WMBD Peoria, chairman, NAB engineering executive committee; E. K. Jett, WMAR Baltimore; K. W. Pyle, KFBI Wichita; O. W. Towner, WHAS Louisville; E. M. Johnson, MBS; Frank Marx, ABC.
3 p.m. Tour of ABC and NBC Chicago Television Stations.
3 p.m. Open Meeting, NAB Recording & Reproducing Standards Committee.

Ready for Chicago

(Continued from page 27)

hosts will include President William Halligan along with Ray W. Durst, executive vice president; Nelson P. Case, engineering vice president; R. W. Maher, sales engineer, and Mr. Nesbitt.

Tour of ABC and NBC television plants in Chicago is scheduled Saturday at 3 p.m. At the same time an open meeting will be held by the NAB recording and reproducing standards committee, which started its standardization project eight years ago.

Overall convention arrangements were made by a board subcommittee of which Howard Lane, WJJD Chicago, is chairman.

KAPPELL NAMED
To AT&T Vice Presidency

AT&T last Wednesday announced the election of Frederick R. Kappell as vice president in charge of its Long Lines Dept. Mr. Kappell, who has been assistant vice president of the company since Jan. 1, succeeds Bartlett T. Miller, who takes charge of Bell System relations with the federal government departments, and relations with other communication firms including connecting telephone companies.

Mr. Kappell came to AT&T from the Northwestern Bell Telephone Co., where he had been vice president in charge of operations since 1942.

James A. Mahoney

JAMES A. MAHONEY, 55, one-third owner of WCYB Bristol, Va., was found dead in a room in a New Orleans hotel last Tuesday. His neck was broken and he had been badly beaten. The motive was apparently robbery, police said, although they believed the killer got less than $100. The wealthy Virginia bachelor, who owned much of the commercial property in Bristol, had been scheduled to board an airliner Tuesday morning for Yucatan, as part of a vacation of several months in Central American.

Serving
Fort Worth *AND* Dallas,
the South's richest single radio market.
WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH & TEXAS
AM - FM - TV
FREE & PETERS, Inc.,
National Representatives

WKAX, KTAT

Okay on Transfers Asked

APPLICATIONS were tendered at FCC last week for approval of transfers of WKAX Birmingham, Ala., and KTAT Frederick, Okla.

Standard Broadcasting Co. Inc., new firm headed by Ralph M. Tanner, WKAX sales manager, buys WKAX for $50,000 from Courier Broadcasting Service Inc., licensee, which wishes to devote interest to WKAX-FM, now under construction. Courier president is Glenn V. Tingley.

In KTAT deal, Jack Oswalt, station's business manager, buys 25% interest for $4,000. Details of transfers follow:

KTAT Frederick, Okla.—Assignment of CP from Frederick Broadcasting Co. to new partnership of same name and including three present partners plus newcomer, Jack W. Oswalt. Mr. Oswalt, business manager of KTAT, acquires 25% interest for $4,000 plus certain services. Others include: J. D. Jones Jr., 30%; Ronald W. Wheeler Jr., 30%; and Winston A. Jones, 15%. KTAT is assigned 250 w daytime on 1370 kc.

WKAX Birmingham, Ala.—Assignment of license from Courier Broadcasting Service Inc. to Standard Broadcasting Co. Inc. for $50,000. Courier wishes to divest itself of AM outlet so as to be able to "more properly operate WKAX-FM" now under construction. Principals in Standard Broadcasting: Ralph M. Tanner, WKAX sales manager, president 49%; Claude M. Tanner, farmer, vice president 8%; Mrs. Louise Tanner, secretary-treasurer 1%; Gene Fies, with Jefferson Corp., outdoor advertising, 25%. WKAX is assigned 1 kw daytime on 900 kc.

WJBW Extended

CHARLES C. CARLSON was granted extension of temporary license to April 1 by the FCC last week for continued operation of his WJBW New Orleans. The Commission granted in part his petition for extension of 90 days pending application in the U. S. Supreme Court for review of a decision by the U. S. Court of Appeals for the District of Columbia. The Court of Appeals decision had upheld an earlier FCC ruling to deny renewal of license for WJBW on grounds Mr. Carlson had "demonstrated his unfitness" as a licensee through repeated violation of Commission standards and rules [BROADCASTING, Feb. 21].

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
350 Madison Ave., New York
About the
Maritimes Busiest Station
5000 WATTS — NOW!

IBA MEETING

Hold Springfield Session

THE ILLINOIS Broadcasters Assn. held its annual meeting at the Hotel Abraham Lincoln, Springfield, Feb. 18. New officers were elected and the group heard Prof. Fred Siebert, head of the School of Journalism, U. of Illinois, on the privilege law for newspaper and radio men.

Merrill Lindsay, WSOY Decatur, was re-elected president. Other officers are Harold Safford, WLS Chicago, vice president; Hale Bondurant, WJBC Bloomington, secretary-treasurer; Charles R. Cook, WJFP Herrin, director (for three years); Fred C. Mueller, WEEK Peoria, director (for one year). There are two hold-over directors, Arthur F. Harre, WJJD Chicago (until 1951), and Leslie C. Johnson, WHBF Rock Island (until 1950).

Prof. Siebert, who is one of the nation's experts on law as it affects radio and the press, gave a complete exposition of the pros and cons of the privilege law. After the discussion the membership authorized the IBA president to meet with the Illinois press groups' presidents to investigate any mutual interest in sponsorship of an Illinois law for the protection of news sources.

Two representatives of the Indiana Broadcasters Assn., Dan Park, WIRE Indianapolis, secretary-treasurer, and George Higgins, WISH Indianapolis, were present at the meeting. Oliver J. Keller, WTAX Springfield, and Harold L. Dewing, WCVS Springfield, were the hosts in charge of arrangements.

ACCEPTANCE

Air Comedy Hits New High

MOST comedy shows have "hit a new high in all-around family acceptability and decent broadcasting," college students agreed in the Oct. 17-Dec. 18 Radio Acceptance Poll conducted by the National Federation of Catholic College Students.

Most acceptable show, from a "good taste" standpoint, was *The Life of Riley*, which stars William Bendix. Jack Benny ran a close second. Conducted by the federation radio commission which headquarters at St. Joseph's College, Collegeville, Ind., the survey totaled a tabulation of 14,515 votes from 2,912 students in more than 100 colleges throughout the country.

"No one show audited in this two-month period was voted anything less than acceptable," according to John W. Lynch, chairman of the radio commission. Ranking ten shows, after the top two, were Fred Allen, Burns and Allen, Eddie Cantor, Red Skelton, Phil Harris, Charlie McCarthy, Bob Hope and *Duffy's Tavern*.

Upcoming

March 2-6: Exposition of Electrical Progress (TV studio), Municipal Auditorium, Kansas City, Mo.
Maren 7-9: Canadian Assn. of Broadcasters directors meeting, Chateau Frontenac, Quebec.
March 7-9: Chicago Television Council national TV conference, Chicago.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.
March 8-9: National Marketing Conference, Neil House, Columbus, Ohio.
March 10-12: Assn. of Women Broadcasters Convention, Drake Hotel Chicago.
March 15-17: Radio Manufacturers Assn. spring conference, Stevens Hotel, Chicago.
March 16: FCC Hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.
March 17-18: Fifth Advertising and Sales Promotion Conference and Second Television Seminar, Ohio State U., Columbus.
March 17-19: CBC board of governors meeting, Ottawa.
March 23-25: Assn. of National Advertisers spring meeting, The Homestead, Hot Springs, Va.
March 26-27: Mississippi Broadcasters Assn. meeting, Gilmer Hotel, Columbus, Miss.
March 29-30: Fifth Annual City College of New York Radio-Television and Business conference, Hotel Roosevelt, New York.
April 1: FMA Clinic on FM Time Sales, New York.
April 1: U. S. National Commission for UNESCO, second national conference, radio sessions, Cleveland Auditorium, Cleveland, Ohio.
April 6-8: AAAA convention, The Greenbrier, White Sulphur Springs, W. Va.
April 6-13: NAB Convention, Stevens Hotel, Chicago (April 6-9, Engineering sessions; 10, NAB unaffiliated stations conference; 11-13, Management sessions).
April 23: IRE Cincinnati Section technical conference, Engineering Societies Bldg., Cincinnati.

OREGON ASSN.

Elects Jacobs President

OREGON State Broadcasters Assn. elected Lee W. Jacobs, president of Inland Radio Inc. (KBKR Baker), president at its annual meeting Feb. 14 at Oregon State College. He succeeds Frank H. Loggan, president and general manager of KBND Bend.

Mr. Loggan, Frank H. Coffin, KGW Portland public relations director, and Mel Baldwin, KTIL Tillamook general manager, were named directors.

The association elected Bud Chandler, general manager of KFLW Klamath Falls, vice president, and Ted Cooke, program director of KOIN Portland, secretary-treasurer.

Hal Shade, KOOS Coos Bay station manager, led the roundtable discussions. A seminar on radio work for college students was directed by H. Quenton Cox, KGW Portland general manager; V. B. Kenworthy, president of Western Radio Corp. (KODL), The Dalles, and S. W. McCready, KUGN Eugene general manager.

State Sen. Robert Holmes, KAST Astoria, discussed state legislation pertinent to radio. The banquet speaker was Robert Priebe, KRSC-TV Seattle.

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D. C. SURVEY

Details Data on Viewers

CHARACTERISTICS of Washington viewers are detailed in a joint television survey conducted by three of the District's four TV stations—WNBW WMAL-TV WTTG—during the week Feb. 8-15 and released last Thursday. The Washington telephone directory was used as the basis for sampling and locating a random selection of TV homes, with 3,500 calls put through.

There are 35,850 sets in the area (indicated by projecting the percentage of TV sets located to the total number of telephone homes in the Washington area plus 4.6% for non-telephone homes). About 1,200 are in public places.

Other results of the study were these:

Number of persons per family averages 3.7 in TV homes, of which 2.8 are adults. 47% have children under 12, an average of 1.9 children in TV homes.

Average public place with TV set has a seating capacity of 42.5 persons.

Average length of ownership of TV sets in months: 7.6 in public places; 5.9 among families whose head is a manager, an official or professional man; 5.4 among families whose head is retired; 4.8 among white collar families, and 4.2 among families whose head is a craftsman or laborer.

TV set distribution by occupation: Managers, officials and professionals, 68%; clerical workers, 17%; laborers and craftsmen, 8%, and retired or unemployed, 7%.

According to the survey, about 63% of the 35,850 sets installed as of Feb. 15 have 10" tubes; 20% 12", 10% 7", 3% smaller, and the rest other screen sizes. 42% of the sets are located in northwest D. C.

AT&T TARIFF

Network Modifications Hit

SUSPENSION of the TV network tariff modifications proposed by American Telephone and Telegraph Co. is requested in joint petition filed with FCC last week by Television Broadcasters Assn., Allen B. DuMont Labs. and Philco Corp. and Philco Television Corp. The amended tariff becomes effective March 1 [BROADCASTING, Jan. 24].

Petitioners assert that the modifications "do not in any way correct the inequities and discriminations complained of by petitioners which have been the subject of hearings" already concluded [BROADCASTING, Dec. 6, 1948]. Principal dispute is over limitations on interconnection of private relay facilities with those of the telephone company. The January amendments set two categories of circumstances under which such interconnection would be permitted temporarily.

The petitions further request that a hearing be held to consider the lawfulness of the telephone company modifications, but that such hearing be deferred until a decision is given in the earlier proceeding. The dispute over interconnection was summarized by both the telephone company and the industry in proposed findings and conclusions recently filed with the Commission. [BROADCASTING, Feb. 7].

UHF-VHF

More Space Seen In Spectrum

FCC was assured last week that a VHF-UHF television allocation plan can be worked out to provide at least four TV stations in most major markets and leave one-third to one-half of the present UHF television region open for future video developments.

This assurance came from the Joint Technical Advisory Committee of the Institute of Radio Engineers and the Radio Manufacturers Assn., which had been asked to study the TV problems.

The JTAC report also offered "four representative allocations plans" which, based on present VHF standards, would respectively provide for a minimum of two, three, four, and five stations in each of the 140 major markets.

Simultaneously JTAC recommended that FCC "reserve adequate space for a future color television system in a band above 900 mc and below 6000 mc." This recommendation was based on belief that "it may be found necessary to place the ultimate color television system higher in the frequency spectrum than 890 mc," currently the top limit of the UHF area assigned for video.

The report of the committee, submitted to FCC Chairman Wayne Coy by JTAC Chairman Philip F. Siling of the RCA Frequency Bureau, expressed belief that "it is not practical to assign VHF channels only to primary cities and UHF channels only to secondary cities."

The report maintained that "as more channels are made available for television, the demand for additional channels in the large metropolitan centers must be accommodated. Therefore, of necessity, both VHF and UHF channels will have to be employed in these cities."

The "representative allocations plans" submitted by JTAC were prepared by Raymond Simonds of the RCA Frequency Bureau. Two studies were offered for each of the four cases, one assuming the use of frequency synchronization on VHF channels alone and the other assuming synchronization on both VHF and UHF channels.

The following tabulations show the number of 6-mc UHF channels which would be required, and the number which would be left free for experimentation, if synchronization were employed on VHF only:

For minimum of two stations in each major market, 23 channels needed, 46 channels left; for at least three stations, 35 needed and 34 left; for at least four, 54 and 15; for at least five, 65 and 4.

If synchronization were employed on both VHF and UHF the allocation could be as follows, according to the JTAC report:

For at least two stations in each major market, 18 channels needed and 51 channels left; for at least three, 27 needed and 42 left; for at least four, 40 and 29; for at least five, 52 and 17.

It was pointed out that in both studies the number of stations specified for each market is the minimum and that "more than a minimum would be available for the great majority of these locations."

The allocations plans were based on 150-mile co-channel and 75-mile adjacent-channel separations for synchronous operations, and 210-mile co-channel and 105-mile adjacent-channel separations in the absence of synchronization. In a few cases, JTAC said, directional antennas would be necessary.

SEEK VIDEO

WRS, Field Apply

REQUEST for new rural television station on Channel 12 (204-210 mc) at Winchester, Va., was filed with FCC last week by Richard Field Lewis Jr., licensee of WINC (AM) and WRFL (FM) there.

Petition was filed concurrently seeking reallocation of Channel 12 from Fredericksburg, Va., to Winchester and indicating opposition would be entered to any proposed use of that facility by WTOP Washington, D. C. [BROADCASTING, May 31, 1948]. WTOP seeks reallocation of facility to Washington where it would use directional antenna.

Meanwhile, new television application also was filed last week at FCC by Westinghouse Radio Stations Inc. for Fort Wayne, Ind., where firm operates WOWO-AM-FM. Channel 2 (54-60 mc) is requested with effective radiated power of 15.07 kw visual and 7.5 kw aural. Westinghouse now is operating WBZ-TV Boston and has video requests pending at Pittsburgh and Portland, Ore. The proposed Fort Wayne video outlet would cost $310,000 to build and $260,000 to operate the first year. It would serve area of 4,000 sq. mi. and population in excess of 500,000.

The proposed Lewis station would be situated atop Signal Mt., 2,207 ft. elevation, and in line of sight and 60 miles west of Washington. About 85% of its programs would be retransmissions of Washington stations' programs, it was stated, and remaining 15% would be local. A network affiliation is planned. While the video signal would be retransmitted directly, the aural portion would be fed to Winchester from Washington by line. Minimum daily schedule would be 2-11 p.m., it was said.

The Winchester outlet has requested ERP of 31.5 kw visual and 15.75 kw aural. Antenna height would be 1,475 ft. above average terrain. Estimated cost of the station is $141,500, first year operating cost $35,000, expected revenve $75,000.

Mr. Lewis indicated the station would serve an area of 12,729 sq. mi. and population of 732,758, "the majority of whom are rural residents" who under existing allocations "may very well be forever foreclosed from receiving television service."

In addition to his Winchester radio interests, Mr. Lewis also is 60% owner of WFVA Fredericksburg.

WHIO-TV

On Air; Signs ABC

WHIO-TV Dayton, Ohio, has concluded affiliation negotiations with ABC, bringing the total number of ABC-TV stations to 22, including five video outlets owned and operated by the network.

WHIO-TV started operations Wednesday, Feb. 23, on Channel 13. Affiliation announcement was made by Ernest Lee Jahncke, ABC vice president in charge of stations, and J. Leonard Reinsch, managing director of the Cox Stations in Dayton, owners of the new TV operation.

CAMELS BOXING

Debuts on DuMont-WFIL-TV

R. J. REYNOLDS Tobacco Co. (Camel cigarettes) last Monday began sponsorship of weekly Philadelphia boxing telecasts over the DuMont TV network, with WFIL-TV as the originating outlet [BROADCASTING, Feb. 21]. Commentary is handled by Tom Moorehead, WFIL sports director, from the Arena, city's sports center. Program is titled *Camel's Sports Caravan.*

Present at contract-signing ceremonies earlier were Peter A. Tyrrell, Arena's president and general manager, who signed contract; Roger W. Clipp, general manager of the *Philadelphia Inquirer* radio and TV stations; Charles White of William Esty & Co., Reynolds advertising agency; Leslie Arries, DuMont sports and special events director; William Cornish, DuMont account executive, and Kenneth W. Stowman, TV sales manager of WFIL and also a vice president of the Arena.

PHILADELPHIA HONOR

Conferred on WFIL, WFIL-TV

THIRD ANNUAL award of the Philadelphia Fellowship Commission was presented to WFIL and WFIL-TV, *The Philadelphia Inquirer* stations, on Feb. 23 for "efforts consciously designed to serve the highest principles of American democracy" and in recognition of "immeasurable" contributions for better relations among all faiths and races.

The WFIL stations were the unanimous choice of the committee headed by Mrs. Anna McGarry, for their pioneering efforts in development of radio and TV programs.

Management

GEORGE D. GAILEY, former program director of WPIT Pittsburgh, has been named manager of WJPA Washington, Pa., succeeding C. B. HELLER, who has joined WIMA Lima, Ohio, as director of sales.

WALTER CALLAHAN, assistant general sales manager of WLW Cincinnati, has been appointed assistant to MARSHALL N. TERRY, vice president in charge of television of Crosley Broadcasting Corp., with special duties in field of sales representation. Mr. Callahan started in radio with WCPO Cincinnati as salesman and later moved to similar position with WLW and WSAI Cincinnati. He was named manager of WLW Chicago sales office in 1939 and later became assistant to JAMES D. SHOUSE, president, and R. E. DUNVILLE, vice president and general manager of Crosley. Mr. Callahan was general manager of WSAI when it was owned by Crosley and later by Marshall Field.

Mr. Callahan

R. A. (Bob) NOVAK, program director at WAZF Yazoo City, Miss., has been appointed assistant manager. He formerly was with WTPS New Orleans.

ROBERT W. FRUDEGER, formerly sales manager of KBUR Burlington, Iowa, and head of Wonder Suds Div. of Iowa Soap Co., has been named manager of WGIL Galesburg, Ill., succeeding E. J. HUBER, who has joined KTRI Sioux City.

LEW ROSKIN, formerly of CFRN Edmonton, Alta., has been appointed manager of CJDC Dawson Creek, B. C.

ARTHUR C. STRINGER, director of special services for NAB, is a judge in National Safety Council's Public Interest Award for 1948 competition. Award is given for "exceptional service to safety by public information media and sponsors of public service advertising campaigns." Contest closes March 15.

HARRY MAIZLISH, general manager of KFWB Los Angeles, is in New York on two-weeks business trip.

JOAN ORR has been appointed manager of new 250 w permittee at Nanaimo, B.C. She formerly was with CHUM Toronto, and CKLN Nelson, B.C.

BENEDICT GIMBEL Jr., president and general manager of WIP and WIP-FM Philadelphia, has been named chairman of Philadelphia's annual Blind Week for the fourth consecutive year.

Respects

(Continued from page 38)

Norweb had passed the diplomatic examinations.

While awaiting his appointment to the U. S. Foreign Service, Mr. Norweb at 22 was serving an apprenticeship in the Paris Embassy in 1916. He was officially appointed to the service in March 1917.

With genuine and becoming modesty, Ambassador Norweb acknowledges he was born under a lucky star. His foreign service career covers a 30-year span which coincides with the rise of this country to a position of world preeminence and authority.

He was present for the Versailles Conference in Paris during the first World War. During the Disarmament Conference he was in Washington with the State Dept. The government called on him to assist in bringing order during Tokyo's earthquake in 1923.

From May 1, 1925 to Aug. 31 of that year he served as first secretary at The Hague. Four years later he was a member of the Inter-American Radio Conference at The Hague.

It was at this time that the diplomat became engrossed in work with such notables of the radio industry as Gen. Saltzman, Admr. Hooper, Drs. Dellinger and Jolliffe and Messrs. Jett and Craven.

These acquaintances and others he identifies as "far sighted men who have been, and thank goodness many still are, an inspiration to the coming generations."

His professional itinerary during the next 15 years reads like a world cruise pamphlet.

He was called to Latin America for a series of assignments and conferences during the conception and nourishment of the Good Neighbor policy.

As secretary, counselor and in other capacities, he gained added prestige at embassies in Chile, Bolivia, Mexico, Uruguay, Dominican Republic, Peru and Argentina.

Ambassador Norweb was a U. S. delegate to the Inter-American Radio Conference in Havana, Cuba, in 1937. It was at these sessions that NARBA originated.

An all-time production record was established at the second Inter-American Radio Communications Congress in Santiago, Chile, in 1940, when the work of the body was completed in ten days. Ambassador Norweb, serving as a U. S. delegate, played a major role in proceedings.

Departing from the field of radio for a short time in 1941, he served as chairman of the U.S. delegation to the Third General Assembly of the Pan-American Institute of Geography and History in Lima, Peru.

Portugal knew him as the U.S. Ambassador in 1943. In 1945, he was U.S. Ambassador to Cuba.

He was elevated to the class of career minister Nov. 14, 1946.

While serving as chairman of the U.S. delegation to the important World High Frequency Broadcasting Conference in Mexico City, for the first time in his brilliant career radio threw him for a loss—but so far as is presently known not a diplomatic one.

Ambassador Norweb was obliged to follow a doctor's advice and take leave of the conference, due to back injuries he sustained while there.

He is pained, not so greatly by the injury, as by the realization that, through an ironic twist, the injury was caused by trying to move what he terms "a so-called 'portable' radio."

The accident has failed to dampen Ambassador Norweb's enthusiasm for radio and he is currently mustering his forces for an all-out fight for better programs, fair international distribution of frequencies and the advancement of experimental engineering.

Extensive travels and numerous conferences have given the radio diplomat a brilliant perspective on communications as a whole and broadcasting, in particular.

Radio problems he prefers to survey from the commercial, political and engineering angles and, whenever possible, to reduce the divergences between the three points of view.

Ambassador Norweb makes his home on Lake Shore Boulevard in Cleveland.

Tall, slender and with a sprinkling of gray in his abundant hair and his closely-cropped mustache, Ambassador Norweb is described by friends and associates as the most likely candidate for "Man of Distinction" fame.

Emery May Holden, whose name is associated with ownership in the Cleveland *Plain-Dealer*, became his wife Oct. 18, 1917. They have two children, Henry Raymond, and Albert Holden. By tradition, the two given names of a son are transposed each generation in the Norweb family.

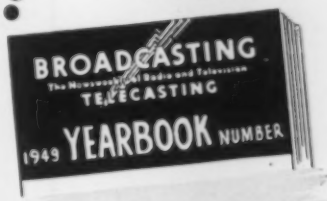
In view of their father's extensive radio background, it is readily understandable that both sons served as radar officers with the AAF during World War II and that the eldest is now with WHK Cleveland.

Ambassador Norweb's active and colorful career as a foreign service officer has come to an end, but the diplomat hints that his one-time hobby may "very possibly" develop into a fulltime occupation.

Once his back has strengthened, Ambassador Norweb hopes to devote considerable time to other interests such as baseball, swimming, boating, fishing, hunting—and, of course, radio.

He is a member of Harvard Club, Brook Club, India House, River Club (New York), Union Club (Cleveland), Metropolitan Club, and Chevy Chase Country Club (Washington, D. C.).

GOING FAST!



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Knock, Knock (Who's There?)
DJ-655

THE PIED PIPERS

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You Broke Your Promise
DJ-656

BILL LAWRENCE

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I'm Beginning To Miss You
DJ-657

BUDDY MORENO

Doo Dee Dee
On An Old Kazoo
Johnny Get Your Girl
DJ-657

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

MUSICAL salutes to Saturday night house parties taking place in South Jersey are given over WMID Atlantic City on its *House Party Time*, one of several new shows. Hour program is sponsored by local Clicquot Club distributor and Kramer Beverage Co. Listeners are invited to inform station of socials and Kramer arranges to have case of Clicquot Club delivered to parties. Recorded music is handled by Bob Brown. New series of Italian-American programs featuring classical music also has been added by WMID, as has a Sunday feature, *In the Public Eye*, presenting Paul Hawn with comments on New Jersey news.

'Learn to Type'

TOUCH TYPING will be taught via radio when new program, *Learn to Type Right*, starts on KOMO Seattle March 9. Weekly program will be sponsored by Pantorium, Seattle launderer and cleaner. Emphasis of teaching will be on "visualization." Robert S. Nichols Adv. developed series.

Medal Winners Featured

STORIES of men who have won the Congressional Medal of Honor are presented in new television package show produced by A. S. Curtis Features Syndicate, Washington, D. C. Available to interested stations, series offers weekly story of one CMH hero, approximately ten minutes long, using slides of art work and photographs, plus narration. Show requires no camera men, live actors, etc., according to producer.

Pays for Thoughts

INTERVIEWS on the street program over WJPS Evansville, Ind., are profitable for passers-by who have thoughts of interest to pass on to listeners. In keeping with program's title, *A Penny for Your Thoughts*, station awards a penny to each interviewee in addition to gift certificates for services or commodities. Program is sponsored on participating basis. WJPS also has started new program to acquaint residents with activities of Evansville Public Museum. Charles Boggs, museum director, conducts show, telling listeners about current exhibitions at museum and future plans, plus interviewing guest authorities.

Viewers Participate

VIEWERS of *Crossword Quiz*, telecast over WSB-TV Atlanta, get chance to participate in contest with studio audience. At any time when studio contestants miss word selected by Bob Van Camp, quizmaster, televiewers may call station with their answer. Correct answer wins $1.

Dual Station Show

LISTENERS to WCSI Columbus, and WWNI Wabash, Ind., FM stations owned by Syndicate Theatres Inc., heard both stations at once on recent dual broadcasting event. Graeme Zimmer, radio director of Syndicate Theatres and conductor of WCSI *Saturday Night Bandstand*, had as his guest on show Bob Williams, disc jockey at WWNI. The two conducted their programs together, with Mr. Williams in Wabash and Mr. Zimmer in Columbus. Each station took its turn at playing records.

Sports Coverage

BY END of basketball season, KDEC Decorah, Iowa, expects to have carried more than 70 games, including games in state tournaments in Iowa and Minnesota as far as teams in its listening area progress. KDEC has tried to cover every team in its area at least once with additional coverage to games of special interest. Most games were carried live. Station delayed many of its network (MBS) shows to maintain its rigid sports schedule. In advertisement in Dubuque *Telegraph-Herald*, KDEC explained its sports policy which it called "personalized service." Enthusiastic response from school officials and coaches is reported by station, in addition to increase in attendance at games.

Programs

Video Critic

REVIEWS of local and network television programs are featured on new program conducted by Ruth Chilton on WJMJ Philadelphia. WJMJ reports it does not consider series unethical inasmuch as it is not in competition with television, which it considers a different art form from broadcasting.

'19th Hole'

TEACHING golf to listeners instead of just "talking" the game is claim of KTUC Tucson, Ariz., for its show, *The 19th Hole*. Professional golfers Leo Diegel, Jimmy Hines and Dell Urich are featured on show along with m.c Gerry O'Brien. Messrs. Diegel, Hines and Urich give actual golfing instructions to Announcer O'Brien while description of studio activities is aired for listeners.

TV Hunts Criminals

PHOTOGRAPHS and descriptions of country's most "wanted" criminals are telecast in new series over WMAL-TV Washington, in cooperation with J. Edgar Hoover and the FBI. Series started last Tuesday and will be aired Tuesday, 7:15-7:30 p.m. for four weeks. Bryson Rash, special events director of WMAL-TV, conducts show, working with Louis B. Nichols, assistant FBI director.

Amateur Poets

POETICALLY inclined listeners to KTOP Topeka, Kan., now have opportunity to have original poems aired on *Friendly Philosopher* show. Bill Griskey, m.c., requests listeners to submit verses which are read with organ background. Writer of poem receiving most mail votes during month receives award.

Political Feature

ALL NINE nominees for office of mayor of Mattoon, Ill., appeared on WLBH Mattoon in recent pre-election broadcast of *The Roundtable*. Each nominee was interviewed for one minute by Ray Livesay, station manager and program moderator, after which each was given two minutes to state his platform and qualifications for office. Advance publicity announcements were carried three days prior to programs.

Originates from Car

INSIDE of Kaiser-Frazer car was origination point for special Automobile Day program titled *Made At Willow Run*, aired by WCOP Boston last Tuesday. Ken Mayer of WCOP's special events staff handled show from Boston's Kaiser-Frazer showroom. Program featured interviews with company representatives, description of new car and music by Kaiser-Frazer Quartet. Part of broadcast was made as car moved around showroom.

Learning to Fly Via TV

FLYING LESSONS are being given on new series of telecasts, *Flight Plan*, over WHEN (TV) Syracuse, via film and actual studio ground instruction. Writers of four best letters on "Why I Want to Learn to Fly" are receiving flight course free. To lend authenticity to the telecast and help students, single-engine Aeronaca plane is used in studio lessons. Cooperating with WHEN and handling actual flight instruction is Ward Air Service of Syracuse.

To Air BBC Shows

BRITISH Broadcasting Corp. dramatic and musical programs will be aired exclusively in Chicago by WMOR, FM station scheduled to take air next month. Jules Pewowar, program director, in making announcement, said the station will program transcribed *World Theatre* plays, *Picture Parade* half-hour excerpts from British films and *British Concert Hall*, one-hour symphony with various musical groups. WMOR will operate at 102.7 mc with 40 kw.

TV Amateur Talent

CHANCE for amateurs to test their ability to entertain by television is offered by WPIX (TV) New York in a new series, *Four Star Talent Search*, Fri., 8-8.30 p.m. Talent chosen from preliminary auditions to appear on the program compete each week for cash prize, plus a week's engagement at Bradley's, New York supper club.

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For full information on Western Electric tubes to meet your station's needs, call your local Graybar Representative—or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric transmitting tubes will be on display at the I. R. E. Convention.

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Feature

(Continued from page 20)

Co. occupies its own 1½-story brick building, 50 by 140 feet. It is a 19-year-old business. Studios of KECK—which is slightly over 2 years old—are above the store.

After making a sudden decision to launch a radio station in Odessa in 1946, Ben Nedow increasingly concentrated his interest on broadcasting.

Some time ago, when he was in New York, Mr. Nedow decided to set NBC straight on some figures pertaining to Odessa. Before he was through, RCA chief Gen. Sarnoff himself had given him a half hour of his time.

When it is considered that the 1930 population of Odessa was under 4,000 and the 1940 population about 9,000 and today's population is over 47,000, it is evident that the Odessa story commands interest. Oil is, of course, the answer. Thousands of producing wells, five natural gasoline plants, a vast carbon black plant, are in the city's trading area.

Until the postwar period, Odessa had no radio station of its own. It now has three (KECK, KOSA KRIG).

When Ben Nedow decided to go into the radio business, his only knowledge of broadcasting, other than as an ordinary listener, came from buying time for his furniture store on a west Texas station in another city. Mr. Nedow has a basic philosophy about radio.

"I wanted a quality station," he says. "I wanted to give the people what they deserved. Give them a dollar's worth of advertising for every dollar spent."

Something he would not do, he decided, was "not to crowd too many commercials one after another."

KECK runs about 55% commercial, 45% sustaining. While it has a western band that satisfies the native yen for cowboy music, KECK also runs about two hours of classical music a day.

His own People's Furniture Co. uses a 1-hour Sunday show of classical, along with two 50-word daily spots and a 5-minute syndicated show a day. This is the only advertising his store does, having dropped newspaper entirely a year ago, according to Mr. Nedow.

"We get results," he says, "and meet a store payroll of eight people."

KECK raised $937 for the March of Dimes in January in a contest among three shows. Listeners "bought" request numbers by making contributions. KECK donated 168 15-minute periods to the drive, and Mr. Nedow gave a $50 check to John Vacca, chief announcer, as high man with his *Make Believe Ballroom*, which Mr. Vacca then gave as his own contribution—raising the grand total to $987.

KECK won two first awards (news, and folk and western music) and a third (sports) in 1948 judgings of radio programming.

While Odessa is a long way from anywhere (327 miles west of Fort Worth, 287 miles east of El Paso), Mr. Nedow and his KECK studios are smack in the middle of things in Odessa. The station and its big call-letter sign is across from City Hall, a block from the Post Office, across the street from the Elliott Hotel and a half block from the new modernistic $350,000 Court House.

KECK's transmitter tower rises 408 feet into the sky 3 miles west of town amid 30 leased acres and operates with what Mr. Nedow prides himself as being one of the strongest ground systems in west Texas.

FINCH FACSIMILE

European Distribution Set

NEA Service Inc., New York, through its Acme Telectronix division, has become exclusive sales agent for distribution of Finch Telecommunications Inc. equipment for facsimile newspaper and radio broadcast use in Europe and Great Britain.

Announcement of the arrangement was made jointly by Fred S. Ferguson, NEA president, and Capt. W. G. H. Finch, president of Finch Telecommunications.

Distribution of Finch equipment in Europe for other facsimile uses, such as business and commercial transmissions, police broadcasts and government enterprises, will also be handled by Acme Telectronix, but on a non-exclusive license.

Acme plans to offer the Finch equipment as an extension of its present Telephoto network service, which connects newspapers in European countries. *Dagens Nyheter*, Stockholm newspaper, was the first to institute facsimile newspaper production in Europe.

O. V. Johnson

O. V. JOHNSON, 53, account executive of Dana Jones Co., Los Angeles, died suddenly of a heart attack in his office Feb. 8. He had been with the agency for past 20 years, most recently handling Bullock's (department stores) account. Besides his widow, Marjorie, he leaves two children, Donald 20, and William 16. Funeral services were held Feb. 11 at Pierce Bros. Mortuary, Los Angeles.

WJAX Ups Power

WJAX Jacksonville, Fla., NBC affiliate, Feb. 18 began operation on increased nighttime power of 5 kw. Station previously operated on 5 kw daytime and 1 kw nighttime. Frequency remains 930 kc.

RED CROSS

Radio to Back Fund Drive

OBSERVANCE of March 1 as "Red Cross Day" by the major radio and television networks has been announced by American Red Cross national headquarters. All sustaining network programs that day will carry a Red Cross message and commercial sponsors have been asked to cooperate. Continued radio backing for the 1949 fund campaign, running through the month of March, is expected.

Material for station origination is available through the local chapter. In addition to scripts and general information on the Red Cross, a series of six network station presentations may be obtained. Scheduled for the series are: Bob Hope, Bing Crosby, Jack Benny, Dennis Day, Phil Harris and Alice Faye, and the *American Album of Familiar Music*. Four-and-a-half minute dramatic programs and 15- and 45-second spots are being sent to stations by the NAB. They are transcribed on a double-faced disc.

It is expected by the Red Cross that more than 1900 stations will carry material in cooperation with local chapters. Over 200 foreign language programs spotted throughout the country will carry the Red Cross message in eight languages to specialized audiences.

SALT LAKE CITY

Ad Club Names Winners

FOUR Salt Lake City stations divided awards at the fourth annual awards banquet sponsored by the Salt Lake City Advertising Club Feb. 17. Over 50 entries were received in the radio division, reported to be a new record total. Judges were Maurice Mitchell, Lee Hart and Harold Fair, all of NAB.

The winning stations and classifications were: KDYL, first in quiz and sports broadcasts; KALL, first in transcribed music and women's appeal; KUTA. first in live music and variety; KSL, best in drama. Specific programs were named in each of the winning classifications. No award was given in the field of radio news.

WE HAVE THE FORMULA

Time buyers know that some stations pay, while others do not. Time buyers who've tried WAIR are loud in their praise of its selling power.

WAIR

Winston-Salem, North Carolina
Representatives: Avery-Knodel, Inc.

Here's The Picture In
ROCHESTER
The Kodak City

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MORNING 8:00-12:00 A.M. Monday through Fri.	39.6	25.5	9.8	4.3	13.6	5.5
AFTERNOON 12:00-6:00 P.M. Monday through Fri.	36.6	28.8	9.9	8.7	11.2	5.0
EVENING 6:00-10:00 P.M. Sunday through Sat.	36.6	34.8	6.5	6.6	14.0	Station Broadcasts till Sunset Only

REPORT FOR LATEST PERIOD AVAILABLE BEFORE PRESS TIME—NOV.-DEC., 1948

Authority – C. E. HOOPER, INC.
"Station Listening Index"

WHEC – ROCHESTER, N.Y.
CBS
Member Gannett Radio Group
5,000 WATTS
National Representatives
J. P. McKINNEY & SON
New York – Chicago
HOMER GRIFFITH CO.
Los Angeles – San Francisco

Commercial

CARL CANNON, formerly in station relations and sales promotion departments of NBC, and before that, assistant manager of WSGN Birmingham, has joined radio department of the Branham Co., New York, national radio representative.

WILBUR J. (Johnny) PHILLIPS Jr., former sales representative for WHKK Akron, Ohio, has joined sales staff of WJMO Cleveland.

Mr. Phillips

SHELDON VAN DOLEN, formerly with WMGM New York and ABC has joined New York sales staff of Weed & Co.

WILLIAM R. ALDRICH, general sales manager of WFTW and WFTW-FM Fort Wayne, Ind., is the father of a boy, Ryan.

MERRILL W. FUGIT, formerly of Richard Bradley Assoc., Chicago, has joined sales staff of WJJD Chicago.

DONALD COOKE Co., New York, has been named station representative for WXDR Syracuse.

MICHAEL (Mike) RENAULT, former salesman with WMGM New York and before that with Headley Reed Co, New York, has joined Donald Cooke Co., New York, as a salesman.

JACK DENNINGER, former southern advertising manager of *Sales Management* magazine, has joined New York sales staff of Blair-TV Inc., television station representative. Mr. Denninger was with *Sales Management* for three years.

Mr. Denninger

LAWRENCE V. HAUXHURST has joined sales staff of WISN and WISN-FM Milwaukee. He formerly was with Automatic Products.

JESS KELLEY has joined sales department of WONS Hartford, Conn.

M. L. PEACE, former manager of WFKY Frankfort, Ky., has joined sales staff of WJPS Evansville, Ind.

H. PRESTON PETERS, president of Free & Peters, leaves this week for Honolulu with Mrs. Peters to contact KGMB-KHBC, which firm represent.

BILL PHREANOR has joined KCMJ Palm Springs, Calif., as sales manager. Mr. Phreanor was formerly manager of KYOR San Diego and KBUC Corona, Calif.

MIKE McMICHAEL, former manager of Goodyear Store, Des Moines, has joined sales staff of KRNT Des Moines.

Mr. McMichael

VALERIA ELSNER SMITH has been named traffic director at KOOL Phoenix, Ariz., replacing JEANNE ORR, who resigned to be married.

RUSS DAKIN, announcer at CFCF Montreal, has transferred to local sales staff, replacing PEGGY McGANNON, who has resigned to be married.

DON SARACENO of ABC Chicago sales staff, is the father of a girl.

GEORGE R. RUPPEL, MBS assistant comptroller, has been elected president of the New York chapter, Tax Executives Institute Inc.

GEORGE MORRIS, NBC Chicago local salesman, is the father of a daughter.

News

ROGERS HORNSBY, National League batting champion for seven years, has been signed by WENR-TV (ABC) Chicago to handle commentary on Chicago Cubs home games from April 19 to Oct. 2 under sponsorship of Goebel Brewing Co., Detroit. Mr. Hornsby has managed several U. S. pennant winning National League teams, including the Cubs.

FRANCIS N. LITTLEJOHN, NBC newsroom, has been appointed night editor of NBC news and special events department in New York.

LOREN (Bud) WATSON Jr., former radio sports editor for United Press, New York, has joined sports staff of WBAP Fort Worth.

HARVEY SACHS, formerly with KTIL Tillamook, Ore., has joined news staff of KNBC San Francisco, replacing BILL MINETTE, who has been promoted to public affairs director.

JOE TUCKER, WWSW Pittsburgh sports director, has been appointed member-at-large of Metropolitan YMCA's Physical Education Council.

JOHN L. CARPENTER, director of special events at KOIN Portland, Ore., has been appointed chairman of Multnomah County Traffic Safety Council by Gov. Douglas McKay.

BYRON BAKER, formerly with KWKW Pasadena and KKLA (FM) Los Angeles, has been named news editor at KTXL San Angelo, Tex.

RALPH EDWARDS' NBC show *This Is Your Life*, is to originate from Minneapolis March 29 and from Chicago April 5.

WSTC and WSTC-FM
STAMFORD, CONN.
The Gateway to New England
ABC Affiliate
Representative J. P. McKINNEY & SON

The Patroon of the week

MARION REUTER

Time Buyer
YOUNG & RUBICAM, INC.
Chicago

With her heavy radio background including a period as traffic manager of WBBM, Miss Reuter is well equipped for her tough job of buying time for all Y&R Chicago accounts. Welcome to the fold, and may you enjoy your Patroonship as much as we enjoy welcoming you to membership.

*PATROON
Aristocratic
Landholder
of the
Hudson
Valley

The Fact of the week

WPTR is tops with listeners
because WPTR is tops in talent.
Whether it's sports, news, drama
or fairy tales for the kiddies,
WPTR has a regional favorite
to handle the show.

SOON
50,000 Watts

WPTR

Represented by RAMBEAU

PATROON BROADCASTING CO., ALBANY, N. Y.

ACTIONS OF THE FCC

FEBRUARY 18 to FEBRUARY 24

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
SSA-special service authorization	CG-conditional grant	

February 18 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Hyde)

Georgia School of Technology, Atlanta—Granted petition for leave to amend TV application to change name of applicant from Board of Regents, University System of Georgia, for and on behalf of Georgia School of Technology, to Board of Regents, University System of Georgia, for and on behalf of the Georgia Institute of Technology.

Suburban Bcstrs., Jackson, Mich.—Granted petition to intervene in hearing on application of WLOK Lima, Ohio.

WFEC Miami, Fla.—Granted petition for continuance of hearing scheduled February 24 to April 28, at Washington.

Greenwich Bcstg. Corp., Greenwich, Conn.—Granted petition for extension of time to file opposition to petition of Fairfield County Bcstg. Co. for reinstatement of application and time was extended to Feb. 23.

Sky Way Bcstg. Corp., Columbus, Ohio—Passed over petition to reconsider and set aside grant of application for license of Northwestern Ohio Bcstg. Corp.

WSIV Pekin, Ill.—Commission on own motion continued indefinitely hearing presently scheduled Feb. 23, pending action on petition for reconsideration and grant of application.

KRGV Weslaco, Tex.—Commission on own motion continued indefinitely hearing presently scheduled March 7 pending action on petition for reconsideration and grant of application.

Chanute Bcstg. Co., Chanute, Kan.—Commission on own motion continued indefinitely hearing presently scheduled March 14, pending action on petition for reconsideration and grant of application.

Steel City Bcstg. Co. and WBES Chicago—Commission on own motion continued indefinitely hearing presently scheduled March 17, pending action on petition for reconsideration and grant of applications.

West Allis Bcstg. Co., West Allis, and Watertown Radio Inc., Watertown, Wis.—Commission on own motion continued indefinitely consolidated hearing presently scheduled March 23, pending action on petition for reconsideration and grant of applications.

Empire Bcstg. Co., Pomona-Ontario, Calif.—Commission on own motion continued indefinitely hearing presently scheduled March 28 in re application.

Woodward Bcstg. Co., Detroit, Mich.—Commission on own motion continued indefinitely hearing presently scheduled March 29 in re application.

Ebbets-McKeever Exhibition Co. Inc., New York—Granted petition insofar as it requests continuance of further consolidated hearing in re New York FM applications and further hearing presently scheduled for March 1 was continued indefinitely, pending action on petition for grant without further hearing.

WUTV Indianapolis—Denied petition requesting continuance of hearing presently scheduled March 21 in re application.

Beacon Bcstg. Co. Inc. et al Boston—Commission on own motion continued from March 3 to May 23 at Boston consolidated hearing on application for FM stations.

WTEL Philadelphia—Dismissed as moot petition requesting 30-day continuance of oral argument presently scheduled Feb. 21 in re order to show cause since Commission on Feb. 17 on own motion continued indefinitely said oral argument.

Shelby Bcstg. Co., Center, Tex.—Commission on own motion advanced from April 11 to March 4 at Washington, the hearing on application.

Frequency Bcstg. System Inc., Shreveport, La.—Granted petition for continuance of hearing presently scheduled for February 17, to March 10, at Washington, in re application. (This action supersedes that reported on report dated Feb. 11.

(By Commissioner Webster)

KMPC Los Angeles, WJR Detroit, and WGAR Cleveland—Commission on own motion continued to March 16 in Los Angeles hearing now set Feb. 21 in re complaint of Radio News Club of Hollywood against G. A. Richards, president of KMPC.

FCC Correction

In report dated Feb. 11 item referring to WHDH Boston et al. should have shown hearing continued to May 2 instead of March 2.

February 18 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WRBL-AM-FM Columbus, Ga.—Assignment of license from J. W. Woodruff, J. W. Woodruff Jr. and E. B. Cartledge Jr. d/b as Columbus Bcstg. Co. to J. W. Woodruff, and J. W. Woodruff Jr. d/b as Columbus Bcstg. Co.

License for CP

KPLC Lake Charles, La.—License to cover CP change frequency, increase power etc.

WHJB Greensburg, Pa.—License to cover CP, increase power etc.

WHIS Bluefield, W. Va.—Same.

WHDH Boston—Same.

WXGI Richmond, Va.—License to cover CP change frequency.

Modification of CP

WKBS Oyster Bay, N. Y.—Mod. CP new AM station for extension of completion date.

License Renewal

WWST-FM Wooster, Ohio—License renewal FM station.

License for CP

WMCF Memphis, Tenn.—License to cover CP new FM station.

WLOG-FM Logan, W. Va.—Same.

WFPG-FM Atlantic City, N. J.—Same.

WEFM Chicago—Same.

WMLL Evansville, Ind.—Same.

WLAW-FM Lawrence, Mass.—Same.

WLDM Detroit—Same.

WJLN Birmingham, Ala.—Same.

KFMV Hollywood, Calif.—Same.

WBRL Baton Rouge, La.—License to cover CP changes in FM station.

Modification of CP

KQW-FM San Francisco—Mod. CP new FM station for extension of completion date.

WBAB-FM Atlantic City—Same.

WOHS-FM Shelby, N. C.—Same.

KLUF-FM Galveston, Tex.—Same.

WRVC Norfolk, Va.—Same.

WLDM Detroit—Mod. CP change studio location to Oak Park, Mich.

KREI-FM Farmington, Mo.—Mod. CP new FM station to change ERP from 170 w to 298 w, ant. from 215 to 210.4 ft.

WTWO Dayton, Ohio—Mod. CP new FM station to change ERP from 20 to 48 kw, ant. from 500 to 371 ft.

WPAR-FM Parkersburg, W. Va.—Mod. CP new FM station to change ERP from 23 to 18.2 kw, ant. from 480 to 309 ft.

FM—93.5 mc

KOCS-FM Ontario, Calif.—CP change ERP from 310 w to 1 kw, ant. from 110 to 42 ft.

Modification of CP

WNAC-TV Boston—Mod. CP new commercial TV station for extension of completion date to June 1.

KSTP-TV St. Paul—Same to Sept. 16.

WCAU-TV Philadelphia—Same to June 15.

TENDERED FOR FILING

SSA—1070 kc

WIBC Indianapolis—SSA 1070 kc 50 kw D DA at new ant. site for 6 mo.

AM—1440 kc

KPRO Riverside, Calif.—CP increase from 1 kw to 5 kw, install DA-N.

AM—1420 kc

WVOT Wilson, N. C.—CP change from 1 kw D to 1 kw-D 500 w-N, install DA-N.

Assignment of CP

KTAT Frederick, Okla.—Assignment of CP from J. D. Jones Jr., Ronald W. Wheeler Jr. and Winston A. Jones d/b as Frederick Bcstg. Co. to J. D. Jones Jr., Ronald W. Wheeler Jr., Winston A. Jones and Jack W. Orwig d/b as Frederick Bcstg. Co.

Transfer of Control

KTSA San Antonio—Application filed pursuant to Avco Rule by Express Publishing Co. for transfer of control from Sunshine Bcstg. Co., licensee.

APPLICATION DISMISSED

AM—630 kc

Guy E. Mallery Jr., Helena, Mont.—DISMISSED Feb. 14 application for C new AM station 630 kc 1 kw D.

AM—1010 kc

Highlands Bcstg. Co., Canton, N. C.—DISMISSED Feb. 14 application for C new AM station 1010 kc 1 kw D.

AM—1050 kc

Charles H. Young, Anderson, S. C.—DISMISSED Feb. 15 application for C new AM station 1050 kc 1 kw D.

(Continued on page 58)

FARNSWORTH SUIT

Stockholder Protests Sale

A STOCKHOLDER of Farnsworth Television & Radio Corp. last week started a suit to stop the company from selling out to International Telephone & Telegraph Co.

The Supreme Court of New York directed the two companies to show cause why they should not be restrained from making the transfer. The suit was brought by Harry Hecht, owner of 400 shares of Farnsworth, who alleged that the sale of Farnsworth's assets at the price publicly announced would result in depression of the value of his shares.

Blanford Resigns

MISS ESTHER BLANFORD, clerk stenographer in the office of FCC Comr. Robert F. Jones, has resigned to become associated with the Washington law firm of Hogan & Hartson, where she will be in charge of administrative details of the radio practice. She previously served with Ray C. Wakefield during his Commissionership. During the war she was a yeoman, first class, in the Coast Guard Women's Reserve (Spars).

When you think of

REPLACEMENTS

RE-TUBE with...

AMPEREX

ALL TYPES — TRANSMITTING AND RECTIFYING TUBES

AMPEREX ELECTRONIC CORP.

25 WASHINGTON STREET, BROOKLYN 1, N. Y.

In Canada and Newfoundland: Rogers Majestic Limited, 11-19 Brentcliffe Road, Leaside, Toronto, Ontario, Canada

NBC AFFILIATE

WORZ

ORLANDO FLORIDA

1000 WATTS—740 K.C.

FULL TIME—CLEAR CHANNEL

Nat. Rep., WEED & CO., New York

1949 YEARBOOK ADDENDA

THE FOLLOWING YEARBOOK changes and additions were received just after the 1949 YEARBOOK had gone to press. This will also serve to correct a number of errors made in compiling this vast volume. For convenient reference purposes, the information is arranged numerically by YEARBOOK page number. The more up-to-the-minute changes for all YEARBOOK directories and services should be made from the weekly issues of BROADCASTING-TELECASTING.

Page 44—Station represented by The Katz Agency in Flint, Mich., is WFDF.

Page 46—J. H. McGillvra listing, WFIG is in Sumter, S. C. In NBC Spot listing, Chicago TV call letters are WNBQ.

Page 48—William G. Rambeau Co. listing, Owensboro, Ky. station is WVJS.

Page 58—WOIC Washington sales manager is William D. Murdock.

Page 60—WTPS-TV New Orleans, L. K. Nicholson is owner. Remove from personnel listing of WRTV. WMAR-TV is Baltimore outlet of the A. S. Abell Co.
WJBK-TV Detroit is at 500 Temple Ave. Phone: Temple 3-7900. Richard E. Jones is general manager; George M. Millar, commercial manager.

Page 64—WBNT-TV Columbus is now WBNS-TV.

Page 69—Dorothy Alexander is program director of WVOK Birmingham.

Page 70—WIRB Enterprise, Ala. Robert E. James, Ralph M. Stanford and Franklin James are partners. Delete R. A. Dowling and Owens Alexander.

Page 88—KSDJ San Diego is now KCBQ.

Page 94—WNOC Norwich, Conn., John Dine is general manager; Jack Perrington, program director; Noel C. Beault, sales manager.
WWCO Waterbury, Conn., Eugene Fleisher is chief engineer.

Page 103—WSPB Sarasota, Fla., Ken Randolph is commercial manager.

Page 106—WBBQ Augusta, Ga., delete KBS under network.
WRDW Augusta, Ga., Charles. H. Pointel is program director.

Page 108—WGBA Columbus, Ga., Walter M. Windsor is general manager and program director, William R. Atkinson is chief engineer.

Page 114—KCID Caldwell, Ida., Jerry Burgess is chief engineer.

Page 120—WKID Urbana, Ill., Elwood Fabert is president, Donald E. Boudreau and G. Max Kimbrel, managers.

Page 122—WFBM Indianapolis, established 1924.

Page 126—KBIG Des Moines, delete Myron J. Bennett and show Allan Curnutt as director and general manager.

Page 130—Show state continued as Kansas in place of Iowa.
KVGB Great Bend, Kan., Helen T. Coogan is president.

Page 136—WNBS Murray, Ky., H. T. Waldrop is president.

Page 138—KLOU Lake Charles, La., add E. Ratcliffe Anderson, vice president and general manager.

Page 140—WDSU New Orleans, licensee is WDSU Bcstg. Services Inc. Robert D. Swezey, vice president in place of Fred Weber, and A. Louis Read Jr., commercial manager.

Page 146—WNAC Boston, Charles Curtin is promotion manager and David Shurtleff is director of sales service.

Page 150—WJBK Detroit is now at 500 Temple Ave. Phone: Temple 3-7900. E. Hal Hough is program director.

Page 156—WCAR Pontiac, Mich. D. J. Campbell, general manager; F. M. Hourigan, program director; Wayne N. Cook, chief engineer. Represented by Pearson, using Standard Radio, AP and INS.

Page 156—WHAK Rogers City, Harvey A. Klann, president, general manager and chief engineer; Albert G. Klann, commercial manager; Harry E. Brege, promotion manager. Services: World, UP.

Page 156—WKNX Saginaw, Mich., H. H. Wolfe, partner and promotion manager.

Page 164—KLWT Lebanon, Mo., add Robert C. Fields, president; O. R. Wright, general and commercial manager; Thomas H. Miller, program director; E. L. Hendry, chief engineer. Services: Lang-Worth, SESAC, UP.

Page 166—KICK Springfield, Mo., add Charles E. Seiferd, vice president and general manager.

Page 172—WMOU Berlin, N. H., licensee is White Mountain's Bcstg. Co. Charles S. Holbrook, president; Wendell MacKenzie, program director; Kettell-Carter, representative in Boston and Radio Representatives in New York.

Page 174—WCAM Camden, N. J., Willard C. Schriver is station director. Delete Mildred C. Longendorfer.

Page 175—KVER Albuquerque, N. M., Betty Kehle is program director.

Page 182—WMCA New York, add Norman Boggs, general manager.

Page 188—WIBX Utica, Elliott Stewart, executive vice president and station manager; N. W. Cook, national sales - merchandising - promotion manager; Gladys P. Moore, vice president-secretary. Delete William J. Calvert and Helen Wood.

Page 194—WJNC Jacksonville, N. C., Forjoe replaces Walker as station representative.

Page 196—WMFD Wilmington, N. C., delete Ed. McKay as program director.

Page 198—KNOX Grand Forks, N. D., add Jack French as assistant manager.

Page 204—WONE Dayton, add C. J. Thornquest, station manager; Frank E. Shaffer, program director; Stanley A. Beck, chief engineer. Network: MBS. Services: Headley-Reed, AP.
WLIO East Liverpool, O., John M. Croft is general manager.
WPFB Middletown, O., L. H. Beckwith is chief engineer.

Page 219—WVAM Altoona, Pa., Richard H. Hurley is general and commercial manager.

Page 232—WORK York, Pa., correct spelling of Clair R. McCollough.

Page 234—Personnel and services for WCSC and WACA Camden are transposed. All personnel and services now appearing alongside WACA should be listed for WCSC; all personnel and services now listed alongside WCSC belong to WACA.

Page 236—WNOK Columbia, S. C., delete Charles W. Burdsal. Richard T. Allen, general manager, is also commercial manager.

Page 238—WCAT Rapid City, S. D., add Warren E. Wilson, president; W. Ferron Halvorson, director and general manager.

Page 280—WWYO Pineville, W. Va., add Jack Shipman, president.

Page 287—WEMB San Juan, add David A. Brown, general and commercial manager; Manuel Mendez Ballester, program director; Rafael Acosta, chief engineer.

Page 300—Call letters KSGH (FM) should read KSFH (FM).

Page 302—WSAV (FM) Savannah, Harben Daniel is president.

Page 303—WEAW (FM) Evanston, on 105.1 mc and 36,000 watts power.

Page 306—WJBK-FM Detroit, 500 Temple Ave. Phone: Temple 3-7900. Richard E. Jones is general manager; E. Hal Hough, program director.

Page 310—WFMY (FM) Greensboro, L. O. Hutchins is commercial manager.

Page 349—Add Harwood Martin, Adv., Colorado Bldg., Washington 5, D. C. Tel.: Republic 2966.

Page 355—Shaffer Brennan Margulis Adv. Co., add S. I. Rosenfeld, partner.

Page 366—Under ABC executives in column marked "Officers," list Charles C. Barry, vice president in charge of television; Ernest Lee Jahncke Jr., vice president in charge of the stations department for radio and television; J. Donald Wilson, vice president in charge of programs.

Page 375—Under Keystone, delete WBBQ Augusta, Ga.

Page 428—Add Tele-Theatre Productions, 33 W. 58th St., New York 19.

Page 429—Add Universal Radio Productions, Lock Box 847, Phoenix, Ariz.

Page 483—Add to Federal Communications Bar Assn., Moser, J. G., Guaranty Bldg., Hollywood, Calif.

Page 484—Beck School for Radio, address should read 1722 Hennepin, Minneapolis, Minn.

Page 514—Under Consultants, Allied Arts, add Blackburn-Hamilton Co., Washington Bldg., Washington, D. C. Tel: National 7405. James W. Blackburn. Offices: 235 Montgomery St., San Francisco. Tel: Exbrook 2-5672. Ray V. Hamilton, Tower Petroleum Bldg., Dallas. Tel: Central 1177.

Page 525—WAMS (FM) Athens, O., delete from newspaper list.

Nussbaum Improving

COL. HOWARD L. NUSSBAUM, chief of the Air Force radio and television branch, is now off the critical list at Walter Reed Hospital, Washington, D. C., where he is undergoing operations for injuries sustained in a plane crash Jan. 23 [BROADCASTING, Jan. 31].

Miss. Meeting Date

MEETING date for the Mississippi Broadcasters Assn. has been announced by Bob Evans, secretary-treasurer of the association. The two-day session will be held March 26-27 at the Gilmer Hotel in Columbus. WCBI Columbus will be host to the group.

On All Accounts

(Continued from page 20)

Autolite, Pepsodent, Sunlight Soap, Rinso and others.

The Tuttle's—she is the former Alice Frost—were married June 27, 1941. Mrs. Tuttle is one of the best known radio actresses in the industry, portraying—among other parts—the role of Pamela North in the *Mr. & Mrs. North* program. The couple live on Sutton Place in New York.

Bill's hobbies include golf, tennis and swimming. He also develops his own film, taken with his 16mm camera.

EUROPEAN TOUR

Mary Foster Heads Group

MARY FOSTER, women's reporter heard daily on KOWH Omaha, is conducting a group of 30 midwestern women on a 30-day tour of Europe. The group left New York by air Feb. 15 for Paris, the first stop.

Programs will be arranged for the women by authorities who will tell of conditions in respect to food shortages, education, recovery, the cost of living and women's problems in the countries visited. The Omaha *World Herald*, owner of KOWH, sent reporter J. Howard Cowan to cover the trip for the paper.

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y.19

TESTED... PROVED SUCCESS
the "GREATEST of the GREAT"!
...WILL MAKE MONEY FOR YOU

Sponsor or prospect . . . here is a dynamic show that will work. It's proved its punch on a gamut of products from A to Z. A Terrific Sports Program . . . 5 minutes . . . 5 times a week.

Famed Jack McLean, "The Man About Sports" at his dynamic best.

The "Greatest of the Great" is a proved money maker for others, will pay out for you.

Send for Audition disc and low rates for your station.

SEND FOR FREE TRIAL

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept. 228
CHICAGO 10 ILLINOIS.
Please send me without obligation Free Audition platter and low rates. On the "Greatest of the Great."
Name.....
Address.....
City..... State.....
Station.....

FCC Actions

(Continued from page 56)

February 23 Decisions . . .

BY THE COMMISSION

Avco Repeal Proposed

Announced proposal to repeal Avco rule requiring advertising for competitive bids in station transfers. Also announced proposed plan to amend rules to require advertising of requests for new stations, changes in existing stations, renewals of license and transfers (See story this issue).

BY THE SECRETARY

WSYR WSYR-FM Syracuse, N. Y.—Granted assignment of license to Radio Projects Inc. from Central New York Bcstg. Corp.

WHBS-FM Huntsville, Ala.—Granted license covering CP changes in FM station.

KSEL-FM Lubbock Bcstg. Co., Lubbock, Tex.—Granted request to cancel CP new FM station.

WLDM Detroit, Mich.—Granted mod. CP change studio location.

Following were granted mod. CPs for extension of completion date as shown: WBML Macon, Ga., to 5-18-49; WWLH New Orleans, to 9-16-49; WDBO-FM Orlando, Fla., to 5-14-49; WPAR-FM Parkersburg, W. Va., to 6-12-49; WREV-FM Reidsville, N. C., to 6-8-49; KPRA Portland, Ore., to 4-10-49; WNAO-FM Raleigh, N. C., to 4-28-49; WCAU-FM Philadelphia, to 6-15-49.

KAYL Storm Lake, Iowa—Granted license for new standard station and specify studio location; 990 kc 250 w D.

WDEF Chattanooga, Tenn.—Granted license install old main trans. at present site of main trans. for aux.

WBET, Brockton, Mass.—Granted license mount FM ant. on top AM tower.

Radio WMIT, Charlotte, N. C.—Granted license for KIA-24 covering change of frequency, power and equipment.

KGYN Guymon, Okla.—Granted license for new standard station 1220 kc 1 kw D.

KNEX McPherson, Kan.—Granted license for new standard station 1540 kc 250 w D.

KWRO Coquille, Ore.—Same—1450 kc 250 w unl.

KFH-FM Wichita, Kan.—Granted license new FM station; Chan. 262 (100.3 mc), ERP 11 kw, ant. 410 ft.

WMAR-FM Baltimore, Md.—Same—Chan. 250 (97.9 mc), 20 kw, 390 ft.

WEBQ-FM Harrisburg, Ill.—Same—Chan. 260 (99.9 mc), 4.2 kw, 305 ft.

WTAQ-FM Green Bay, Wis.—Same—Chan. 273 (102.5 mc), 14 kw, 440 ft.

KVSO-FM Ardmore, Okla.—Same—Chan. 229 (93.7 mc), 8.2 kw, 690 ft.

WAJL Flint, Mich.—Same—Chan. 296 (107.1 mc), 400 w, 175 ft.

WHAI-FM Greenfield, Mass.—Same—Chan. 252 (98.3 mc), 1 kw, minus 240 ft.

WKRS Waukegan, Ill.—Same—Chan. 294 (106.7 mc), 12 kw, 355 ft.

WOSH-FM Oshkosh, Wis.—Same—Chan. 225 (92.9 mc), 3.5 kw, 325 ft.

WIKY-FM Evansville, Ind.—Same—Chan. 281 (104.1 mc), 19 kw, 450 ft.

KSPI-FM Stillwater, Okla.—Same—Chan. 230 (93.9 mc), 3.9 kw, 300 ft.

WDBJ-FM Roanoke, Va.—Same—Chan. 235 (94.9 mc), 11.8 kw, 1550 ft.

WFML Washington, Ind.—Same—Chan. 293 (106.5 mc), 14 kw, 320 ft.

WMSA-FM Massena, N. Y.—Same—Chan. 287 (105.3 mc), 13 kw, 335 ft.

KIDO-FM Boise, Ida.—Same—Chan. 291 (106.1 mc), 7 kw, minus 415 ft.

WOL-FM Washington, D. C.—Same—Chan. 254 (98.7 mc), 20 kw, 410 ft.

WCOP-FM Boston—Same—Chan. 264 (100.7 mc), 20 kw, 495 ft.

KTRN Wichita Falls, Tex.—Same—Chan. 247 (97.3 mc), 28 kw, 500 ft.

WMBD-FM Peoria, Ill.—Same—Chan. 223 (92.5 mc) 16 kw, 545 ft.

WMCP Baltimore—Same—Chan. 234 (94.7 mc), 20 kw, 405 ft.

WPAM-FM Pottsville, Pa.—Same—Chan. 238 (95.5 mc), 5.1 kw, 790 ft.

WKOK-FM Sunbury, Pa.—Same—Chan. 231 (94.1 mc), 4.4 kw, 875 ft.

WNYE Brooklyn, N. Y.—Granted license for new non-commercial educational FM station; Chan. 218 (91.5 mc), 20 kw, 415 ft.

KLTI Longview, Tex.—Granted mod. license change main studio location.

WJAC-TV Johnstown, Pa.—Granted mod. CP to change ERP from aur. 7 kw to 3.7 kw; ant. increased to 1120 ft.

WTTV Bloomington, Ind.—Granted mod. CP for extension of completion date to 5-15-49.

WVNJ Newark, N. J.—Granted license for new standard station 620 kc 5 kw DA unl.

WENT Gloversville, N. Y.—Granted CP install new trans.

KDON Monterey, Calif.—Granted CP install new vertical ant.

KGIB Bremerton, Wash.—Granted mod. CP to make changes in vertical ant. and change type trans.

WSAL Logansport, Ind.—Granted mod. CP for approval of ant., trans. and studio locations.

WNAV Annapolis, Md.—Granted mod. CP for approval of type tarns. and change studio location.

WVMI Biloxi, Miss.—Granted mod. CP for extension of completion date to 9-14-49.

WMC Memphis, Tenn.—Granted license covering change in DA and mount TV and FM ant. on AM tower.

WNBZ Saranac Lake, N. Y.—Granted involuntary transfer of control of licensee corporation from John F. Grimes, deceased, to Thomas Durkin and Eugene Fitzpatrick, executors of estate.

The Fort Industry Co., Area Detriot, Mich.—Granted CP new exp. TV relay lav KA-3231.

The Associated Bcstrs. Inc., Area San Francisco—Granted license new exp. TV relay KA-2086.

W. Albert Lee, Area Houston, Tex.—Same for KA-2087.

KBUK Dallas, Tex.—Granted assignment of CP to Baptist General Convention of Texas.

Modern Bcstg. Co. of Baton Rouge Inc., Area Baton Rouge, La.—Granted CP new remote pickup station KA-2130.

Coosa Valley Bcstg. Co., Area Gadsden, Ala.—Same for KA-2129.

WFET Binghamton Press Co. Inc., Binghamton, N. Y.—Granted request to delete CP new FM station.

KMED-FM Mrs. W. J. Virgin, Medford, Ore.—Granted request to cancel CP new FM station.

WHHS Haverford Township Senior High School, Havertown, Pa.—Granted mod. CP to change operating power and type trans.

WPRS Paris, Tenn.—Granted mod. CP for approval of ant., trans. and studio locations, and change type trans.

KXJK Forrest City, Ark.—Granted mod. CP for approval of ant. and trans. location and change type trans.

Following were granted mod. CPs for extension of completion dates as shown: WLWT Cincinnati, to 9-4-49; KRSC-TV Seattle, to 4-15-49; WSPD-FM Toledo, Ohio, to 9-6-49; WRHI-FM Rock Hill, S. C., to 3-11-49; WSTP-FM Salisbury, N. C., to 4-15-49; WFMJ-FM Youngstown, Ohio, to 6-1-49; WQR-FM New York, to 5-15-49; WFTW-FM Fort Wayne, Ind., to 8-31-49; WHIS-FM Bluefield, W. Va., to 6-1-49; WCAP-FM Asbury Park, N. J., to 9-3-49; WAGE-FM Syracuse, N. Y., to 8-18-49; WMBI-FM Chicago, to 7-1-49.

WIMA Lima, Ohio—Set aside action of 1-31-49 (pursuant to Sec. 0.102(b) granting license for new standard station and to specify studio location; this action is without prejudice to continuing program tests.

WKBS Oyster Bay, N. Y.—Granted assignment of CP to Key Bcstg. System Inc. from Eastern Bcstg. Co. Inc.

WMBL Morehead City, N. C.—Granted CP install new vertical ant.

KREL-FM Goose Creek, Tex.—Granted mod. CP to change type trans.

Following were granted mod. CPs for extension of completion dates as shown: WVNA Indianapolis, to 8-12-49; WMMJ-FM Peoria, Ill., to 4-30-49; KEYL San Antonio, Tex., to 6-15-49; KTLX Phoenix, Ariz., to 6-15-49.

WGST Atlanta, Ga.—Granted mod. CP to change name of Board of Regents, University System of Georgia, for and on behalf of the Georgia Institute of Technology, and for extension of completion date to 6-1-49.

Ohl in Pulpit

WHEN its pastor was called out of town Feb. 13 the Presbyterian church at Alexandria, La., was without a minister for the day but not without a man to fill the pulpit. Fred Ohl, station director of KALB Alexandria, armed with a transcription of *The Presbyterian Hour*, previously used on KALB, filled in for the Rev. W. G. Foster. Mr. Ohl is music director of the church.

February 24 Applications . . .

ACCEPTED FOR FILING

AM—1440 kc

KPRO Riverside, Calif.—CP increase 1 kw to 5 kw, install DA-N and change trans. site from Riverside to North Riverside.

AM—1420 kc

WVOT Wilson, N. C.—CP change from 1420 kc 1 kw D to 1420 kc 1 kw-D 500 w-N unl. DA-N.

WLEA Hornell, N. Y.—CP change from 1320 kc 1 kw D to 1420 kc 1 kw-D 500 w-N unl. DA-N.

AM—980 kc

KICA Clovis, N. M.—CP change from 1240 kc 250 w unl. to 980 kc 1 kw unl. DA.

SSA—730 kc

WPIK Alexandria, Va.—SSA 730 kc 1 kw-D 250 w-N unl. for period ending not later than Nov. 1.

SSA—1070 kc

WIBC Indianapolis—SSA 1070 kc 50 kw D DA (employing DA authorized in CP at new ant. site) for period not to exceed 6 mo.

Assignment of CP

KTAT Frederick, Okla.—Assignment of CP from J. D. Jones Jr., Ronald W. Wheeler Jr. and Winston A. Jones d/b as Frederick Bcstg. Co. to J. D. Jones Jr., Ronald W. Wheeler Jr., Winston A. Jones and Jack W. Oswalt d/b as Frederick Bcstg. Co.

Transfer of Control

WROD Daytona Beach, Fla.—Relinquishment of control of Daytona Beach Bcstg. Corp., licensee from Wade R. Sperry to Lakeland Bcstg. Corp.

WJVB Jacksonville Beach, Fla.—Transfer of control of Jacksonville Beach Bcstg. Co. from J. Lyle Williams et al (16 stockholders) to Reginald B. Martin and Lester M. Combs.

WANE Fort Wayne, Ind.—Acquisition of control of Radio Fort Wayne Inc., licensee, from Glenn R. Thayer and Merlin H. Smith to C. Bruce McConnell.

License Renewal

License renewal applications were filed by following AM stations: WOOF Dothan, Ala.; KVCV Redding, Calif.; KMON Great Falls, Mont.; WSYR Syracuse, N. Y.; WROL Knoxville, Tenn.; WJLS Beckley, W. Va.

License for CP

KTIS Minneapolis—License to cover CP new AM station.

WJMJ Philadelphia—Same.

KTRN Wichita Falls, Tex.—Same.

Modification of CP

WDUN Gainesville, Ga.—Mod. CP new AM station for extension of completion date.

WIBC Indianapolis—Mod. CP increase power etc. for extension of completion date.

License for CP

WCAU-FM Philadelphia—License to cover CP new FM station.

WIMS-FM Michigan City, Ind.—Same.

WSPR-FM Springfield, Mass.—Same.

WBSM New Bedford, Mass.—Same.

WGCM-FM Gulfport, Miss.—Same.

KPOJ-FM Portland, Ore.—Same.

WBEZ Chicago—License to cover CP new non-commercial, educational FM station.

WGYN New York—License to cover CP for changes in FM station.

Modification of CP

WQDI Quincy, Ill.—Mod. CP new FM station to change ERP and ant. height.

KVOB-FM Alexandria, La.—Same.

KDON-FM Monterey, Calif.—Mod. CP new FM station to change studio site from Monterey to Salinas, Calif.

WJNO-FM West Palm Beach, Fla.—Mod. CP new FM station for extension of completion date.

WMRI Marion, Ind.—Same.

KBUR-FM Burlington, Iowa—Same.

WBCC-FM Bethesda, Md.—Same.

WBCM-FM Bay City, Mich.—Same.

KRIC-FM Beaumont, Tex.—Same.

Assignment of CP

WUTV Indianapolis—Assignment of CP new commercial TV station from William H. Block Co. to Indianapolis Bcstg. Inc.

TENDERED FOR FILING

Assignment of License

WKAX Birmingham, Ala.—Assignment of license from Courier Bcstg. Service Inc. to Standard Bcstg. Co. Inc.

AM—1220 kc

WGAR Cleveland — CP to modify DA-D.

SSA—730 kc

WLIN Merrill, Wis.—SSA 730 kc 1 kw-D 250 w-unl. for period ending not later than Nov. 1.

TV DELETION

WAGE-TV Syracuse—DELETED Feb. 16 at request of applicant. WAGE Inc. CP for new commercial TV station on Channel 10 (192-198 mc).

(Continued on page 68)

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WIBW The Voice of Kansas in TOPEKA

Technical

JAMES MADISON BURKE, former television instructor at Commercial Radio Institute of Baltimore, has joined WAAM(TV) Baltimore as assistant chief engineer. He formerly was head of TV department of Capitol Radio Engineering Institute in Washington, D. C.; with Westinghouse in Baltimore and Chicago; chief engineer at WQAM Miami, and engineer at WDOD Chattanooga, WAGA Atlanta and WRGA Rome, Ga.

JOHN H. BATTISON, ABC allocations engineer, has been elected to full membership in British Institute of Radio Engineers. Mr. Battison, **IRE** member in this country, has an article in March issue of *Teletech* on "International Television," and one in the April issue of *Electronics Magazine* on "Directional Antennae."

GEORGE BLACKETT, engineer of CKEY Toronto, has been given leave of absence for government service, and has been replaced by **FRED SUTHERLAND,** formerly with BBC.

JIM FELIX of WIND Chicago engineering department, is the father of a girl.

ERNIE LIVINGSTON, former engineer at KLEE-TV Houston, has joined KREL Baytown, Tex., as chief engineer.

DAVE DOMER, engineer at WHBC Canton, Ohio, is the father of a boy, David Terrell.

LOUIS SCHIRKAMP, former technical supervisor at KSWI (AM, FM) Council Bluffs, Iowa, has joined KTOP Topeka, Kan., as chief engineer.

AL CIEMIELEWSKI, engineer at WWSW Pittsburgh, is the father of a girl, born Feb. 16.

RAYTHEON MFG. Co., Newton, Mass., has announced new subminiature sharp cutoff pentode (type 1AD4), shielded for RF applications with a nominal mutual conductance rating of 2,000 micromhos and average plate current of three milliamperes, with 45 volts plate and screen supply.

SUPERIOR ELECTRIC Co., Bristol, Conn., announces production of new stabiline voltage regulator with rated output of 0 to 250 volt-amperes. Its load power factor range is 0.5 lagging to 0.9 leading. New regulator is type 1E51002.

AGRICULTURE

Radio Studies in Progress

SEVERAL extension radio studies have been completed or are in progress, Agriculture Dept.'s office of information has disclosed. Summaries, which appear in the current *Review of Extension Studies*, include Maine and Pennsylvania. Reports are also being made in Louisiana, Kansas and New Jersey.

Of families interviewed within a 40-mile radius of Bangor, Me., 29% reported they had listened to extension service programs. Four-fifths of them chose the 7 to 8 p.m. period as the favorite listening time, with interviews more popular than straight subject matter talks. The review noted that only one-third of the families classified themselves as farmers though over four-fifths lived on census farms.

Fulltime farmers "with some high school education" were called the best listeners in Pennsylvania, according to another study, which found a preference for the noon hour. From 20% to 40% of women in counties surveyed are reached by radio in a one-month period, with more than half reached overall.

ABC *Kay Kayser Show* is now originating from Breneman's Restaurant on Vine St., Hollywood.

Advertisement

Promotion

ROBERT ELVERMAN, member of continuity department of WAVE-TV Louisville, has been appointed promotion director of WAVE Inc. He succeeds **EUGENE W. LEAKE,** who has transferred to WAVE-TV as art director.

MICHAEL DANN, NBC press department staff writer, has been appointed trade press editor, succeeding **JOSEF C. DINE,** who was promoted to director of press department [BROADCASTING, Feb. 21]. Mr. Dann formerly was New York publicity director for New Haven Railroad and was a United Press correspondent.

DAVE MOORE, assistant director of public relations at WBBM Chicago, has been named radio chairman of current Red Cross campaign there.

JOE DOOLEY, writer at WFIL Philadelphia, temporarily has taken charge of WFIL and WFIL-TV publicity duties following resignation of **DICK KOSTER,** who has been named public relations director of Federation for Railway Progress in Washington.

HANK BASHEIN, formerly with CBS in New York as script writer and record librarian for State Dept.'s "Voice of America" operation, has been named director of publicity and promotion for WVET Rochester, N.Y.

BILL GRISKEY, news editor and continuity chief at KTOP Topeka, Kan., has assumed additional duties of promotion director.

RANDY SMITH, advertising and promotion manager of KOA Denver, has been named to board of directors of Advertising Club of Denver for 1949-50.

Television Exposition

WEEK-LONG television exposition begins today (Feb. 28) in Hecht Bros., Baltimore department store, in conjunction with Bendix Television and Radio Co. and WAAM (TV) Baltimore. From 12 noon until store closing time, WAAM will have three cameras and complete telecasting equipment on hand and will telecast quiz show, *Let's Pop the Question*, twice daily. Station also will handle closed circuit telecasting of people throughout store. Bendix receivers are widely placed in store and in display windows. WAAM and Bendix engineers will be on hand to explain operation of television and WAAM has built studio control room in store with producers Anthony Farrar and Ted Estabrook explaining programming end of video. Bendix Co. is holding limerick contest with TV and radio receivers as prizes.

Features Harmonica

HARMONICA contest was held by WSRS Cleveland Heights, Ohio, in connection with latest public appearance in that area of Larry Adler, well known harmonica star. Auditions were held weeks before Mr. Adler's appearance with 12 ambitious harmonica players picked from 30 applicants. Two half-hour programs were aired over WSRS with six contestants on each show. Best two players selected after semi-finals and finals, received Larry Adler harmonicas and appeared with Mr. Adler at his concert.

Network Resume

IN EFFORT to use its facilities to advantage of the industry in general, WIRC Hickory, N. C., daytime station, schedules *Night Time on the Nets* just prior to signoff each evening. One-minute promotion show reviews dramatic, musical, comedy, news and other night network shows, listing stations carrying programs.

WNHC Stage Shows

SEARCH for top entertainers is underway in New Haven for series of broadcasts over WNHC and WNHC-FM, originating on stage of Paramount Theatre in Elm City. Each week five acts will appear on stage, accompanied by full orchestra. Weekly winners will receive special awards and will return for finals at end of series. Grand prize will include all-expense paid week end in New York, special audition for DuMont television network's *Original Amateur Hour*, and week's engagement at one of state's top night clubs.

PERSONALITIES on KDAL Duluth get wide promotion in the area via these colorful billboards handled by General Outdoor Adv. Photographs of stars, mounted on Masonite, are rotated through 11 boards in the area with changes effective every 30 days. Personalities are so matched on the boards that more popular ones support the newer air stars.

Listening Report

CARDS titled "Look! What's Happening in Philadelphia?" have been distributed to the trade by WPEN Philadelphia. Card gives "statistical report of what the five leading Philadelphia stations have done with the audiences they had at the beginning of 1948." Listening audience chart contrasting January 1948 with December 1948, based on Hooperatings, shows WPEN gained 26.1% and gives figures for stations "A, B, C, D," in the city.

Kissing Contest

GIRL with most kissable lips is offered prize in new contest being conducted by Myles Foland, disc jockey at WSIV Pekin, Ill. Winner is to be selected, not by sampling wares, as might be expected, but by lipstick impressions sent in by listeners.

Seeks Talent

TALENTED MUSICIANS in Connecticut are getting opportunity to display their capabilities in special weekly series of promotion programs starting over WDRC Hartford. Each week one person is selected for buildup on station and has his talents spread throughout broadcast schedule—in all cooperative programs, disc shows and others. Recordings are made for weeklong promotion. Chief Announcer Russell Naughton and Bertha Porter, music librarian, are in charge of project.

All-Out Promotion

TO PUBLICIZE new documentary series, *Canton's Balance Sheet*, being sponsored on WHBC Canton, Ohio, by public relations committee of local Chamber of Commerce, station created variety of promotion ideas ranging from "stamp of approval" to "one for the books." Letters were mailed to 500 teachers and office workers; post card mailing was made to 500 clergymen and 1,000 blotters were distributed in banks for use on counters; various firms were supplied with rubber stamps for use on outgoing mail and 1,000 bookmarks were distributed to city's library system; display cards were placed at important focal points; newspaper ads are being placed for duration of series; WHBC receptionist is making calls to appropriate groups reminding them to listen, and extensive schedule of courtesy announcements is being carried on the air.

KOL Contest Success

TOTAL of 277 Hotpoint appliances were received as entries in contest conducted on *Michael Shayne Show* over KOL Seattle. Sponsor, Bennetts', appliance retailer, used six weekly announcements on show, seeking the oldest Hotpoint and intending to display all entries in the store's show window. Prize offered for the oldest was a range. H. J. McGrath & Assoc., agency handling account, wrote KOL that "too many entries arrived at Bennetts'! The show window wouldn't hold them!" Entries came from as far north as Vancouver, B.C., and as far south as Bend, Ore.

POLK TRIAL

Set for March or April

INVESTIGATIONS of two principals in the murder of George Polk, CBS correspondent, have been completed and the trial will be held in late March or early April, the State Dept. announced last Monday. Legal procedure was begun Feb. 16 in the courts looking toward trial dates.

The disclosures were contained in a statement to the U. S. Consulate from the attorney general's office at Salonika. It was reported to the State Dept. by Raleigh A. Gibson, American consul general.

Two principals are Gregory Stahtopoulos, left-wing Greek newspaperman, and his mother, who were taken into custody by Athens police and held as accessories. Mr. Polk was slain last May 8 and his body was found in Salonika Bay May 16 [BROADCASTING, May 24, 1948].

Delay in the trial, originally scheduled for last January, is attributed to the necessity of granting the two Stahtopoulos' "all means for their defense, including appeals for a stay of findings," Mr. Gibson reported.

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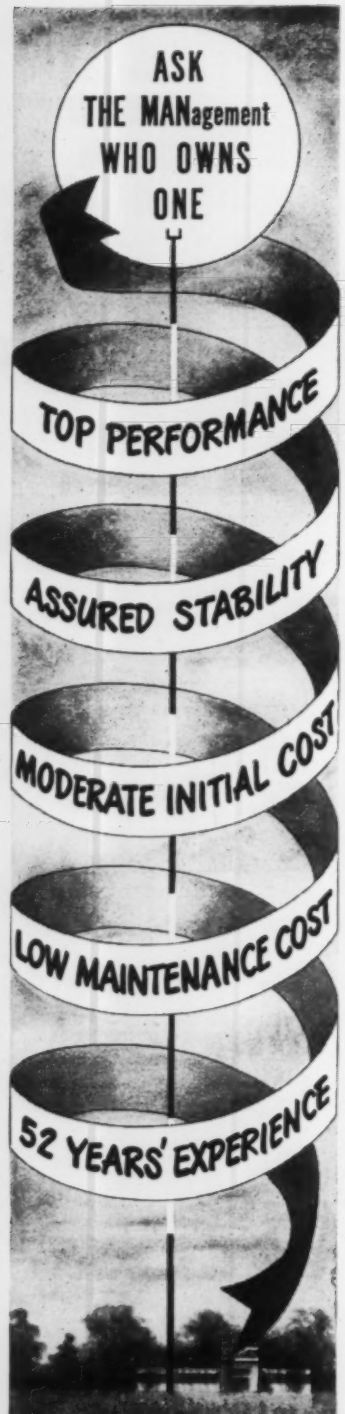

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Production

JOSEPH A. JENKINS, former executive producer at WBEN-TV Buffalo, has been appointed program manager of WNBK (TV), NBC's video station in Cleveland, Ohio. He formerly was with NBC in New York and was later transferred to RCA to direct traveling group organized to demonstrate television throughout the world.

LARRY GENTILE, one of Detroit's first disc jockeys, returned to WJBK Detroit last Monday after 13-year absence. His show, *Larry Gentile House Party,* is now heard on WJBK Mon.-Sat., 11 p.m.-2 a.m. He first joined WJBK in 1934, moving to CKLW Windsor, Ont., in 1936.

Mr. Gentile

HERBERT HEWETSON has been appointed program supervisor for CFCF-FM Montreal. Other staff appointments include: **MORRIS AUSTIN,** librarian, named CFCF traffic supervisor; **PEEL STEVEN,** chief announcer, promoted to production supervisor, and **JACK BROOKS** named chief announcer.

FRAZIER THOMAS, co-star of *Morning Matinee,* heard on WLW Cincinnati and WINS New York, will leave March 5 to establish his own radio and television production firm in New York. He joined WLW May 1, 1941.

FRED FREELAND, former director at WBZ-TV Boston, has been named assistant director at WBKB (TV) Chicago.

BOD BRADLEY, formerly on announcing staff of KTOP Topeka, Kan., has joined WIBW-FM Topeka in similar capacity.

BILL WARD, well known Seattle announcer and m.c., has launched new show on KING Seattle—*Breakfast with 'B' Ward,* five-a-week participating, 9-10 a.m.

MRS. HELEN MAYS FORREST, transcription librarian at KIRO Seattle, took her oath as an American citizen on Valentine's Day. Born in Northern Ireland, Mrs. Forrest was at one time employed by BBC, and later by WTAM Cleveland. Her husband, **JOHNNY FORREST,** is program director at KOL Seattle.

PAT BYRNE, announcer of CFJM Brockville, has joined announcing staff of CFCF Montreal.

BARRY McKINLEY, former television director at WGL Fort Wayne, Ind., joins WGN-TV Chicago in the same capacity. He is former NBC singer.

RICHARD F. VAN WICKLE, former program director at KUCB Blythe, Calif., has joined continuity department of KPHO Phoenix, Ariz.

HAL GOODWIN, former program director of WONS Hartford, Conn., and now press officer of American Embassy in Manila, is the father of a boy, Robert Christopher.

DON and DOROTHY HARRIS, husband-and-wife radio team, have joined WAZF Yazoo City, Miss., to do continuity, sales and promotion. Mr. Harris formerly operated Harris Agency, and Mrs. Harris was with KWEM West Memphis and WLOX Biloxi, Miss.

MARK SHEELER, disc jockey and announcer formerly with WNAF Providence, R. I., and Musicall Corp., New York, has been named program director and announcer of WPOE (FM), new station which began in Elizabeth, N. J., Feb. 13. Other staff members include **SY DE WITT,** announcer and engineer; **MARION NEESON,** office manager, and **CARMELLA CANNACCI,** continuity director.

PAUL BARON, program director since August 1947 at WHUC Hudson, N. Y., has resigned effective on or about March 1. His future plans have not been announced. Mr. Baron formerly was program director at KFMB San Diego and was on continuity staff at WMCA New York.

Mr. Baron

BRUCE ENDERWOOD, former writer-producer in charge of public interest and special events programs for McClatchy Broadcasting Co. in Sacramento, Calif., has joined WNAC-TV Boston as writer-producer. He did radio writing in New York before joining the Army where he was writer-director for AFRS in Los Angeles.

GLORIA LeMARK, former continuity writer and women's commentator at WEDO McKeesport, Pa., has joined WJPA Washington, Pa., as continuity writer.

GARY LESTER, formerly with WRIB Providence, R. I., and WNOC Norwich, Conn., has joined WIBX Utica as announcer.

LESLIE ARRIES Jr. has been appointed operations manager of WDTV (TV) Pittsburgh. He was formerly with WTTG (TV) Washington. Both stations are part of DuMont TV network.

BARRY MANSFIELD, former scenic designer at Stevens Oceanside Theatre in Miami Beach, joined WAAM (TV) Baltimore last Monday as scenic designer. He previously designed scenery for Fairhaven Summer Theatre at Fairhaven, Mass. **JOEL CHASEMAN,** announcer at WAAM, has been promoted to production department. He will continue announcing Loyola basketball games for Arrow Beer.

LOU AIKEN, announcer at WIN Washington, is the father of a gir

BERNARD RYAN Jr., former sta announcer and writer with WCT New Brunswick, N. J., and WG Buffalo, has joined WHAM Rochest N. Y., as staff announcer. He prev ously did stage acting with Broa way Civic Theatre Productions, a is author of novel scheduled for ear publication. **ROSS WELLER,** who le WHAM in 1947 to join WBEN Bu falo, has returned to WHAM as m of *Cinderella Weekend.*

PEG ROGERS, continuity writer WHKK Akron, Ohio, has retired private life and has been replaced **KITTY GUINTHER.**

PEG VAN DYCK has joined WON Hartford, Conn., as continuity writ and conductor of *Over the Rainbo* children's program.

ART BURNHAM, former continui chief at WAYB Waynesboro, Va has joined WONE Dayton, Ohio, continuity editor.

JACK CLIFTON, disc jockey WJMO Cleveland, Ohio, is the fath of a boy, born Feb. 17.

Dauntless Announcer

DON BARBER, announcer at WAGA Atlanta, won praise as a real trouper from fellow staffers for "keeping the show going" during recent handicaps. In wake of a severe ice storm, WAGA was struggling to keep on the air with auxiliary power unit. Shortage in air conditioning unit had been filling studios with smoke all day, and by the time Mr. Barber went on with 3:25 p.m. news a definite fire was raging in unit. He read through five minutes of news while smoke made tears stream down his face, then stayed at mike to give listeners description of fire department's work at the scene. To top his show he interviewed Fire Chief C. C. Styron as he came through to inspect damage.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

KXLW WOES

Station Silenced by Law

KXLW Clayton, Mo., received another set-back Feb. 18 when two engineers and two announcers were arrested at the station's transmitter in Olivette. A day later, Edward S. Garnholz, Clayton attorney, who, according to a story in the *St. Louis Star Times*, owns 80 of the station's 32,000 shares, asked the Circuit Court of Clayton to appoint a receiver for the station and charged Guy Runnion, founder and president, with "gross mismanagement."

The arrest of the station personnel reportedly was the result of a suit brought by Olivette in June 1947 in which the station was ordered to remove its transmitter from the town. Original order by Circuit Judge Amandus Brackman called for removal within six months. A year's extension was given later but last December the judge ruled he could not grant any more time.

The KXLW personnel taken into custody was charged with operating the transmitter in violation of Olivette zoning ordinances. All were released under $500 bond. A new transmitter to replace the one in Olivette is reportedly being held up by a strike of electrical workers.

In his suit, Mr. Garnholz charges Mr. Runnion with causing the corporation to become involved in "an unnecessary amount of litigation costing thousands of dollars in attorney's fees, expenses and losses." He also alleges Mr. Runnion "created" the strike with the engineers union (they reportedly have been out since Dec. 6) "and has wilfully and intentionally refused to settle same."

Copper Tax Bill

SUSPENSION of import taxes on copper is asked in a bill (HR 2313) favorably reported to the House Feb. 14 by the House Committee on Ways and Means. The measure, authored by Rep. Wilbur D. Mills (D-Ark.), passed the House and was sent to the Senate Feb. 16.

Allied Arts

CHARLES SCHLAIFER, former advertising, publicity and exploitation director of Twentieth Century-Fox, New York, has opened his own advertising and public relations firm under name of Charles Schlaifer & Co., New York.

VINCE BARNETT, actor, has joined Harrison Productions, Hollywood, as assistant to **ED HARRISON,** firm president. Company packages television shows in addition to production of 16 mm movie film.

DORE LEWIS has been appointed executive director in charge of promotion for Sels Productions, Chicago.

BRUCE EELLS & ASSOC., of Hollywood, has announced six additional station subscribers to Broadcasters Program Syndicate. Stations are WKAX Birmingham, Ala.; KOTA Rapid City, S.D.; WEUS Eustis, Fla.; KXLY Spokane; KODI Cody, Wyo.; CKOV Kelawna, B.C.

FINE ARTS Productions and Television Guild Inc., Hollywood, is now producing new half-hour transcribed series of children's stories, *The Beyonderville Stories.* Casts of the 26-week series is to be made up of children.

ELBERT (Bert) HALING, former WBAP Fort Worth publicity-continuity director, has been appointed an instructor at Institute for Radio Broadcasting, Dallas.

LARRY FINLEY Productions, Hollywood, has been appointed to handle distribution of half-hour transcribed radio comedy show, *The Smiths of Hollywood* produced by **ANDREW HICKOX.**

DR. STANLEY I. STUBER, director of promotion of Church World Service, has resigned as chairman of radio committee of Northern Baptist Convention. **REV. CHARLES H. SCHMITZ** has been named acting chairman. Dr. Stuber will remain on radio committee and continue as Northern Baptist representative for Protestant Radio Commission, in addition to new appointment as chairman of newly formed special public relations committee on radio and television.

WILLIAM L. MORISON, formerly with Prentice-Hall and General Baking Co., has joined O'Brien & Dorrance, New York sales promotion firm, as office manager.

JOHN SALISBURY, veteran radio man, has been named director of Beck School for Radio, Minneapolis.

Equipment

WILLIAM E. NEILL, after six months in television and microwave engineering department of Raytheon Mfg. Co., Waltham, Mass., has been appointed sales engineer of department. He joined Raytheon after ten years with WFIL-TV Philadelphia, where he became assistant chief engineer. He has been in broadcasting and VHF radio communications for 16 years.

L. S. THEES, former manager of equipment sales of RCA Tube Dept., has been appointed general manager of that department.

STANLEY M. ABRAMS, former sales promotion manager of Emerson Radio & Phonograph Corp., New York, has been named sales manager of television division and **HAROLD E. KARLSRUHER,** eastern regional sales manager for two years, will head home radio division.

MOTOROLA, Chicago, has announced availability of a small indoor television antenna, which "has proved effective in seven out of ten installations operating within a fifty mile radius of metropolitan video stations," according to **WALTER R. STELLNER,** vice president in charge of merchandising. Dipole-type antenna, fitted to weighted base, can be lengthened or shortened for best reception, is connected to the set through a 300 ohm line, common to most commercial receivers, and will sell for $5.95.

T-H PETITION

Radio Workers Ask Repeal

APPROXIMATELY 500 members of the broadcast department of American Communications Assn. (CIO) were among several thousand names signed to petitions sent to President Truman asking for immediate repeal of the Taft-Hartley Law and re-enactment of the Wagner Act.

Radio Guild of United Office and Professional Workers of America (CIO) expects to send two delegates from New York to Washington on March 2 to speak at Congressional hearings against provisions of the T-H Law applicable to radio employes.

NBC-TV will telecast the consecration on Monday, March 7, of three bishops of the Roman Catholic Church. Consecration at Holy Name Cathedral in Chicago, will be viewed over combined NBC East Coast and Midwest networks, and will run from 12 noon to 3:45 p.m.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Republic

I GOT A GAL IN GALVESTON

On Records: Sammy Kaye — Vic. 20-3328 Jack Kilty—MGM 10376; Peter Lind Hayes—Dec. 24570.

On Transcriptions: Sammy Kaye—NBC Thesaurus; Lenny Herman—Lang-Worth; Jan Garber — Capitol; George Towne — Associated.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

KEY TO RICH NORTHEASTERN LOUISIANA MARKET . . . . .

KMLB

Has more listeners in Monroe and Northeastern Louisiana than ALL OTHER STATIONS COMBINED!

5,000 WATTS DAY
1,000 WATTS NIGHT

REPRESENTED BY TAYLOR-BORROFF & CO., INC.

AFFILIATED WITH AMERICAN BROADCASTING CO.

from Tele-Tips WLW-T

BOB and PAUL

Three afternoons weekly Bob Duane and Paul Jones clown through this informal half hour audience participation show. Paul conducts the quick quizzes and versatile Bob plays the piano and sings. Together these jolly gentlemen stir the risibilities of WLW-T's rising number of enthusiastic viewers. They can just as effectively give serious demonstrations of some sponsor's gadget or household appliance . . . presentations that lead to increased sales.

WLW-T CINCINNATI
Crosley Broadcasting Corporation

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Northcentral successful small town network station wants manager. Send entire background, picture, etc. first letter. Box 113a, BROADCASTING.

Manager wanted—Recently established FM radio station enjoying national reputation and large following in large eastern seaboard city requires a station manager with class A professional and business experience plus strong sense of public affairs and relations. Present station manager leaving for an overseas assignment. State minimum salary and date available. Box 238a, BROADCASTING.

Salesmen

Traveling representatives. Nationally known service organization expanding field force. Commission. Box 250a, BROADCASTING.

Good opportunity for experienced salesman with 1000 watt southern Michigan station. Give full particulars and photo. Box 227a, BROADCASTING.

Salesman wanted. Man with proven sales record for east coast. Guy with ability to stimulate sales. Car necessary. Large territory liberal guaranteed draw against 15 percent commission. Opportunity for advancement in growing organization for right man. No floaters. All details first letter. Box 247a, BROADCASTING.

Salesmen for new fulltime station in Norfolk, Virginia. Send photo, data and compensation details to Louis H. Peterson, 112 West Tabb Street, Petersburg, Virginia.

Local independent station in one of south's leading markets has opening in commercial department for salesman who can produce in highly competitive market. Will arrange attractive drawing account against generous commission arrangement. Must have topnotch references and good sales record. Man we want must be capable of earning 12 to 15 thousand dollars annually. Give complete history. All replies confidential. Reply Box 201a, BROADCASTING.

An experienced Muzak salesman has an excellent opportunity in fast growing Memphis. If past record shows you can produce then let's get together for mutual profit. Write Bob Alburty, Business Music Corp., 813-14 Three Sisters Bldg., Memphis, Tenn.

Regional network station in midwestern single station market has opening for experienced salesman with opportunity to advance to sales manager or assistant manager, salary with percentage of increase. No get rich quick boys wanted. This is a stable permanent position and calls for experienced hard hitting sales effort. Write giving full particulars, experience, salary desired and last three employers. Enclose photograph. Care Box 280a, BROADCASTING.

Announcers

Wanted—Experienced announcer, 250 watt Mutual station in Virginia. Forward all details, photograph and audition disc. Box 239a, BROADCASTING.

Sport announcer capable of doing topnotch play-by-play jobs needed by progressive new radio station in medium size northeastern market. Send complete details and photograph to Box 235a, BROADCASTING.

Key network station in nation's capital auditioning for vacation relief announcer. Send full particulars, photo and disc to Box 263a, BROADCASTING.

Announcers with first class ticket for new fulltime station in Norfolk, Virginia. Send photo, disc, data and salary requirements to L. H. Peterson, 112 West Tabb St., Petersburg, Virginia.

Help Wanted (Cont'd)

Announcer wanted for east coast city. Good experienced disc jockey with a flair for adlib. Must know board work and be versatile. Send a disc and letter immediately. Salary plus talent with a growing organization. No prima donnas. Box 196a, BROADCASTING.

Wanted immediately: Two combination men with first class tickets. Emphasis on announcing, southern independent, excellent working conditions. Lots of apartments. Salary seventy dollars plus talent, forty-eight hour week. Send complete information first letter. Box 285a, BROADCASTING.

Three hundred dollars a month for right combination man. Wire James E. Reese, Radio Station WWWB, Jasper, Alabama.

Announcer-engineer wanted. Emphasis on announcing and programming. First class ticket required. WVEC, Hampton, Va.

Excellent southern station in major market has position for top announcer. Pay schedule includes incentive plan. Total salary $85.00 to $90.00 per week. Good future. Send photograph, complete business and personal references. Minimum four years experience with good stations. Two years college background. All-round ability to qualify. Send audition sample of disc jockey work, news, commercial spots. Inexperienced men need not apply. All reliefs confidential. Box 266a, BROADCASTING.

Technical

Wanted—Chief engineer by KMVI in Hawaii. Good background as chief engineer in small station essential. Must be able to do a fair job as combination man on few hours relief per week. Very good salary for right man. Personal interviews will be given in New York, Los Angeles and San Francisco during March and April. Send all details, plus references to station manager Richard Mawson, % Wills, 327 Rutter Avenue, Kingston, Pennsylvania. Permanent, dependable man wanted. References will be checked.

Have immediate opening two transmitter operators with first class tickets. Car necessary. Previous broadcast experience unessential. No Floaters. Chief Engineer, KCTI, phone 770, Gonzales, Texas.

Combination man to act as chief engineer of Mutual affiliates Rocky Mountain city of fifteen thousand. State salary expected, references and photo. Box 226a, BROADCASTING.

Operators and combination men (licensed) for southern stations AM & FM. Give all details first letter. Box 229a, BROADCASTING.

Chief operator's assistant for upstate New York 1000 watt broadcasting station. Must have thorough experience in construction and operation of directional antenna array, transmitter and speech equipment. Also can use two radio operators holding a radio telephone first class license. Services required immediately. Telephone Mr. Brown, Monroe 7710, Rochester, New York.

Production-Programming, others

Wanted—Combination man with good voice and radio telephone first ticket. Good pay, good hours and pleasant surroundings. Network station, Charleston, South Carolina. Send recording of voice and all particulars to Box 144a, BROADCASTING.

Man or woman who can meet people well, call on advertisers for copy, write copy, control traffic, help program, type good, answer phone and announce if you want to. Small town network affiliate. Write, send picture, experience and salary needed. Also want an all-round announcer with first class ticket. Box 224a, BROADCASTING.

Help Wanted (Cont'd)

Wanted — Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

Girl for traffic department, independent, Missouri river town. Pays about $135 per month to start. Box 166a, BROADCASTING.

Copywriter wanted for midsouth network station. Must be capable of handling complete copy job. Single, good typist, able to take shorthand. Send full information first letter including qualifications, copy samples, photo, salary expected. Box 264a, BROADCASTING.

I want to get in touch with a competent program director who wants to really do a job and a name hillbilly to serve as disc jockey and emcee. State your minimum salary requirements to start. Box 265a, BROADCASTING.

Situations Wanted

Managerial

Manager—Topflight executive with outstanding record in major market radio, all sections. Thorough practical experience managing sales, programming, production and public relations. Set up present operation in seven-station city. Expert market analyst who can build your station's profits, programs, and prestige. Available on reasonable notice to present owners. Replies held in strictest confidence. Box 257a, BROADCASTING.

Manager—Fully qualified, for major market net or independent. Reply in confidence. Box 258a, BROADCASTING.

Desperate, must make change, new general manager. I have college degree in radio, experience, presently employed as program director. Can you help? Box 256a, BROADCASTING.

Manager—Eight years radio. Thoroughly experienced all phases station operation. Box 253a, BROADCASTING.

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

Employed commercial manager desires position with progressive station. Can qualify as manager or commercial manager. Eight years experience. Good record. A-1 references. Box 117a, BROADCASTING.

12 years experience in rural, urban and mixed markets. Veteran, three college degrees, 30 years old, aggressive. Will serve as combination manager-program director-commercial manager of your independent operation. Have successfully tested direct air sale plan. Prefer station that is in red or one in tough market. Box 267a, BROADCASTING.

Can you use 15 years experience in production, sales and engineering? Present affiliation with best known call letters in nation. Metropolitan TV experience. Dependable family man. Box 276a, BROADCASTING.

Salesmen

Salesman—College graduate. Young. Experienced in space sales also radio announcing. Prefer midwest or east. Box 202a, BROADCASTING.

Sales plus play-by-play sports. Sales manager proven record with midwest stations offers this unusual sales-sports combination. Metropolitan experience. Guaranteed producer, mature, dependable, clean record, highest recommendations. Now available. Will go anywhere though prefer warmer climate. Box 223a, BROADCASTING.

Salesman available immediately. Three years radio selling, five years other departments. Produced $35,000 local business 1948. Have car and would consider any offer anywhere. Box 270a, BROADCASTING.

Announcers

Available immediately, skilled salesman, able to deliver thru commercial announcing and newscasts. More than 2 years varied experience, from AFRS to 5 kw affiliate, programming, producing, acting, record shows. Audition disc can show you sample of work, flexible enough to change to required conditions. Box 753, BROADCASTING.

Topnotch morning personality. College graduate, 9 years experience announcing, selling and programming. Excellent record. Excellent references. Box 272a, BROADCASTING.

Situations Wanted (Cont'd)

Versatile announcer and control board operator, married, graduate School of Radio Technique, desires position on progressive station. Will travel, prefer east or south. Available immediately. Thomas C. Cole, 3209 S. 52nd Court, Cicero 50, Ill.

Announcer-engineer. Experience networks. Personality DJ. Married, 25, disc available. Prefer Florida. Box 243a, BROADCASTING.

Dependable salesman available for your sponsors. Can deliver thru commercial announcing and newscasts. More than 2 years varied experience, from AFRS to 5 kw affiliate, programming, producing, acting, record shows. Audition disc can show you sample of work. Flexible enough to change to required conditions. Box 847, BROADCASTING.

Here's your chance to save headaches. Full staff now available. Experienced reliable men. Reason for change, station ownership policies. Manager-program director, all straight announcer plus specialties of newscaster, sportscaster and play-by-play, disc jockey, continuity writer. All work together cooperatively. No friction. A must for good station operations. Box 242a, BROADCASTING.

Announcer-writer. Experienced adlib dee-jay. Scripts-continuity. Box 240a, BROADCASTING.

Hillbilly or western MC, also girl singer, have fine singing team. Network at present, union, sober, strictly professional. Years of experience. Write or wire, Musician, Post Office Box 122, Newcastle, Indiana.

Established sportscaster available for baseball play-by-play. Now doing collegiate basketball, has collegiate football contract for regional network. Wants baseball job until end of season only. Topflight references. Box 249a, BROADCASTING.

Spring has come and I am young and I'm free to travel. A sober combination man with voice unlike the grave. A steady job I do prefer, away to north or west and gladly I will send you disc and photo on request. Walt Heitman, 2605 Sutton, Maplewood 17, Mo. Highland 9021.

Announcer, can operate board. Graduate School of Radio Technique. Young, single. Wants position with small progressive station. Prefer midwest but will travel. Clean, good habits. Photo and disc on request. Jack Fisher, 909 W. Main, Hoopeston, Ill. Phone 779.

Play-by-play sportscaster with over two years experience. Best references. Box 260a, BROADCASTING.

Yours for the asking. Announcer with one year experience of complete station announcing at studio and away. Fine resonant voice. Box 262a, BROADCASTING.

Announcer, approximately two years experience for northern Illinois. Good staff man. Specialist news, serious music. Worked net affiliate serving 340,000. Matthew Teolis, 4343 N. Greenview, Chicago.

Announcer-disc jockey. Versatile adlib, experienced all types announcing. Box 241a, BROADCASTING.

Radio graduate, Northwestern Speech School, 27, single, experience commercial announcing, writing, combination operations, network acting, broad background, seeks announcing job anywhere with sound, non-ulcerous organization. Pleasant voice, clean delivery, smooth interpreter. Will furnish references, work hard, adapt quickly. $50 minimum. Box 254a, BROADCASTING.

Baseball announcer, can give play-by-play with the best. I have the experience plus topnotch voice and delivery. Save time. Try me first. Answer all offers. Box 231a, BROADCASTING.

Staff announcer, 25, capable experienced. All-round duties. Middlewest preferred. Box 221a, BROADCASTING.

Announcer—28, single, graduate leading radio school, Radio City. Trained all phases, seeks small station for experience. Will travel. Disc on request. Box 178a, BROADCASTING.

Situations Wanted (Cont'd)

Combination announcer-engineer. Two years experience net and independent all phases announcing, newscasting and production. Also radio acting techniques. Prefer production to engineering. Want to program and write. One year copywriting and some programming experience. Disc and references. Will travel. Box 168a, BROADCASTING.

Announcer, all phases. Strong news and commercials. Bachelor of Speech Degree. Experience WVAH, Hines, Ill. Disc on request. Write Howard Myles, 2353 E. 70th St., Chicago 49, Ill. Phone, Dorchester 3-9227.

Award winning disc jockey in recent nationwide poll available. Beaucoup experience. Proven sales. For information dial 411 or write Box 19a, BROADCASTING.

Sportscaster—one of southwest's top men, now employed executive capacity small station. All sports, baseball, football, basketball, boxing, wrestling, etc. Station I'm looking for carries sports year-round. With leading 50 kw station prior present position. Prefer salary plus talent basis, but will talk terms. Personal interview anywhere in southwest. Disc and top references elsewhere. Available March 15. Box 185a, BROADCASTING.

Announcer—Several years experience. Specialty sports, play-by-play. Desires position in east or New England with opportunity. Disc and photo upon request. Write or wire Stan Kotel, 416 Fort Washington Ave., New York, N. Y.

Announcer (mail pull) 29, married. Announcing, news, farm editor. Photo and disc available. P. S. Not too proud to clear shrubs, bulbs, etc., from studio. Pathfinder School of Broadcasting, 1329 Oak Street, Kansas City, Missouri.

Solid staff man who's been five years with major New England network affiliates wants staff announcing in California. Disc and data on request. Box 278a, BROADCASTING.

Experienced announcer. Heavy on news and commercial. Have operated console. Have been emcee and actor. Veteran. Willing to travel. Available immediately. John Ganas, 6516 S. Talman Ave., Chicago 29. Walbrook 5-0629.

Experienced, successful announcer seeking permanent connection progressive station in midwest or south. Single, modest requirements. Box 283a, BROADCASTING.

Sports director now—second year announcing basketball; football, three-I League baseball and all general announcing. Want permanent job—full shift announcing and guarantee top sports coverage. Married, 26, family. April 1st. Box 277a, BROADCASTING.

Experienced announcer desires job in Michigan. Good references. For information write Noble Gravelin, 2511 Auburn Ave., Pontiac, Michigan, or call 2-3032.

Four years experience. Specialize as early morning man. Experienced staff man. Want northeast in good market. Box 274a, BROADCASTING.

Experienced college trained sportscaster. Married. Employed. Desires step up. Box 271a, BROADCASTING.

Newscaster-editor with writing experience, versatile announcer, good voice and background, young, single, will only consider middlewest. Know how to boost the news prestige of small station. Box 269a, BROADCASTING.

Announcer with good voice. Background in staff work and disc jockeying. Desires position in east. Answer all letters. Box 268a, BROADCASTING.

Combination announcer-engineer, married, dependable and will go anywhere. For further particulars and disc write or wire John Mursu, 408 E. 14th St., Minneapolis, Minnesota.

Announcer-engineer. Veteran single, Ga. Tech. student desires fulltime position within commuting distance of Atlanta. Have all necessary experience. Require minimum of $65 for 40 hour week. Box 251a, BROADCASTING.

Technical

Young man, 25, 1st phone license, desires position broadcast field. Now available. Best references. Kenneth Kitchen, 1802 Woodside Ave., Baltimore 27, Maryland.

Situations Wanted (Cont'd)

Control operator, 25, married. Two years experience all phases with progressive New York State NBC affiliate. Good references. Available now. George Parounagian, 12 Lincoln Ave., Johnson City, New York.

Experienced chief engineer, sober, reliable, hard worker. Will do news, sports, play-by-play. Consider clean, live, small town. Will travel for permanent job. Best references. $80 minimum. Two weeks notice. Box 261a, BROADCASTING.

Radio operator first phone, amateur experience, class A, seeks position AM, FM or television. Ambitious, conscientious, willing to travel if necessary. Box 252a, BROADCASTING.

Engineer—First phone desires transmitter operating job. Five years experience AM. Studio, transmitter and remotes. Soner., reliable married. Box 228a BROADCASTING.

Engineer, eight years experience studio, transmitter, construction FM, now employed, desires change. Box 154a, BROADCASTING.

Experienced control and transmitter. Familiar with television operation. CREI graduate. Prefer west. Box 183a, BROADCASTING.

First telephone, first telegraph, 3 years telegraph experience, amateur, available immediately, prefer middlewest but will travel anywhere. Walter M. Dahlberg, lot 141 3600 Sheffield, Hammond, Ind.

Operator, first license, four years broadcast experience. Available immediately. Location not important. What are your requirements? Lewis Sherlock, Box 1161, Plainview, Texas.

Experienced transmitter operator desires situation with a future in eastern Ohio or western Penna. Active ham, veteran, married, now employed at local network station changing to combination operators. Write or call Frank Daly, 804 Oak St., Indiana, Pa. Telephone Indiana 1503-M.

Play ball—Former announcer, now engineering student, desires position sportsminded station as remote man. Also recording and control board experience. References. Box 273a, BROADCASTING.

Production-Programming, others

Program director. Presently with 10 kw station wishes change to progressive or new station. Eight years experience. Box 254a, BROADCASTING.

Copywriter, good education, best references, modest requirements. Available immediately. Box 249a, BROADCASTING.

Program director—Presently employed as manager 250 watt small independent. Successful record as producer, program and prestige builder. Civic minded. Understand personnel. Interested in moving to station in medium to large market. Veteran, 33, married. Absolute sobriety and respectability. Box 172a, BROADCASTING.

Young man thoroughly trained wants job as continuity writer and announcer. Can start at once. Discs and scripts furnished on request. Box 246a, BROADCASTING.

Keep billings high with planned programming, coordinating with sales department. Select a program director who can do the job for you. Thorough knowledge. Excellent references. Experience includes starting operations for 250 watt independent. Box 225a, BROADCASTING.

Experienced girl Friday—traffic, continuity, air work, public relations—a whiz! Box 232a, BROADCASTING.

Sports director of metropolitan New York station. Play-by-play of three major sports. Also have disc show with proven listening audience. Experienced in all other phases of radio. Married, college. Willing to travel. Present employer best recommendation. Minimum salary $70 per week. Box 237a, BROADCASTING.

Looking for a future. President position and salary excellent. Chances for advancement nil. Thirty, married, twelve years experience, five with present station, college graduate, veteran. Completly versatile from air work to desk work. Is there a future in your organization? Box 233a, BROADCASTING.

Production man, music librarian and traffic manager desires position with aggressive station in competitive market. Can build programs that bring commercial results. Box 980, BROADCASTING.

Situations Wanted (Cont'd)

Public relations-publicity. Successful record in public relations, publicity and advertising in radio, newspaper and motion picture field. Broad experience has sharpened my power of analysis and ability to select methods to bring greatest returns. It isn't a matter of guesswork — it's certain knowledge gained by actually going through the mill. Am sure of myself and know my business thoroughly. Want a position with possibilities or do not want it at any price. Details please. Box 282a, BROADCASTING.

Five years associate news editor top Chicago 50 kw. Family man wants to raise his 3 kids in smaller area. 13 years radio. 3 years TV. Authoritative delivery. Top references. Box 275a, BROADCASTING.

Bonanza program director. Employed at net affiliate. Experienced. New, sparkling, fresh ideas. Ambitious worker. Box 284a, BROADCASTING.

Television

Announcer

Sports announcer. Television, AM experience. Nine years. Play-by-play. Box 281a, BROADCASTING.

Technical

Engineer—not a beginner. 10 years broad radio experience. Excellent educational and experience background. Seeks contact with well established metropolitan station contemplating television. Box 230a, BROADCASTING.

Employment Service

Notice! Huge situations wanted columns. Now the small Help Wanted columns. Situation is reversed with RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

For Sale

Stations

For sale—Control or minority interest in network affiliate. Very desirable western city. Box 179a, BROADCASTING.

For sale—Eastern metropolitan market. 1 kw daytime. Profitable, well established. $125,000. Box 163a, BROADCASTING.

New England 1000 watt daytime station—$35,000. Exclusive in community of 60,000 with fifteen hundred businesses. Box 191a, BROADCASTING.

Equipment, Etc.

Field intensity meter—Federal model 101C for sale. Brand new in May 1948, used very little—make offer. Box 244a, BROADCASTING.

Complete A-3 tower lighting equipment with Crouse-Hinds flasher beacon and flasher. Make offer. Write Box 222a, BROADCASTING.

New 6N Presto recorder in 4B cabinet and 9-A Presto amplifier with tubes. $850.00. KMAE McKinney, Texas.

Tape recorder BK 401, Brush, slightly used, 500 ohm input and output, $195.00. WAGC, Hotel Patten, Chattanooga, Tennessee.

For sale—One used Buda model 6-DTG-317 30 kw diesel powered generator set. 220 volt, 3 phase, 60 cycles. Price $1000 fob, Danville, Va. Write or wire WBTM, Danville, Va.

For sale—175 feet RG 20-U solid dielectric coaxial cable. Ninety cents per foot. 1 type RCA M 1-4883 recording attachment with RCA AZ-4288 recording head. Telephone 5202, Station KWBW, Hutchinson, Kansas.

Completely equipped mobile unit, one 25 watt VHF and one 100 watt MF transmitter, Onan 1500 watt power plant, dynamotor, controls console, cable reels, lockers, accessories, etc. Box 142a, BROADCASTING.

For sale—One new unused Presto 6N recorder in floor cabinet. Cost $700. Reason for sale, duplication of order. Best offer takes. WLTC, Gastonia, N. C.

For Sale (Cont'd)

For sale: New in original shipping boxes one General Radio type 1181-A frequency monitor less crystal and type 1931-A modulation monitor one set of tubes for each. Western Electric gray finish. Immediate shipment $950. Box 66a, BROADCASTING.

For sale—Western Electric 355-E1. 5 kilowatt transmitter with extra tubes and all switch gear necessary for installation. Performance exceeds FCC requirements. Make offer. Contact Jim Ebel, WMBD, 212 S. Jefferson Ave., Peoria 2, Ill. Phone 7133.

One Lingo, insulated, guyed, uniform cross section, tubular steel tower 165 ft. high. Excellent condition, kept painted and just re-guyed six months ago. Type A-2 lighting equipment and tuning box with 600 ft. of $\frac{3}{8}$ inch 72 ohm copper coaxial line included. Also, one Western Electric 4 bay clover-leaf 54-A FM antenna used six months and in excellent condition. Presently being used on 92.9 mc's. Can be adjusted to any frequency in the FM band. Contact KBUR-KBUR FM, Burlington, Iowa.

Consolette, two-studio RCA 76B1. Good working order. With power supply and two external preamplifiers for turntables, all tubes. First $800 check. WMIT, Winston-Salem.

For Sale—Truscon steel tower, 300 foot, self-supporting. Excellent condition. Post office Box 918, Valdosta, Georgia.

FM transmitter, GE ST model 4GF8A1, 337 megacycles. Can be modified for 100 mc. output up to 250 watts. Full FM broadcast quality, rugged construction. Good operating order. With tubes. Also remote control equipment for above. Make offer to WMIT, Winston-Salem.

For sale—Two 75A (model Y) complete in cases with cutters. Also one 87B (model Y) recording amplifier and speaker complete in portable cases. Low impedance mike inputs and 5000 ohm line input. Make us an offer. Box 279a, BROADCASTING.

For sale—One GE type BT1A, model 4BT 1A1 250 watt, FM transmitter, one GE 2 bay ring antenna, type BY-2-A. One GE transmitter console type BC 3A, model 4BC 3A1. Write Radio Station WPAT, 66 Hamilton St., Paterson, N. J.

FM transmitter, GE 3 kilowatt 4AF2B1, 42-50 megacycles. Consists of 250 watt unit and amplifier. Operating order, with tubes. Readily adaptable emergency service, etc. Make offer to WMIT, Winston-Salem.

Miscellaneous

Moderate investment with active participation desired in local or regional station. Experience and references. Box 255a, BROADCASTING.

Help Wanted

Managerial

STAFF WANTED

Station WLRP, New Albany, Ind., 1 kw daytime, is in course of construction and will select staff. Needed:

Sales Manager
Program Director
News editor-announcer
Engineer-announcers

In applying give qualifications (educational and personal) experience, family circumstances, references, salary expected, other pertinent information.

Staff personnel MUST live in New Albany and be interested and active in civic life of the community since WLRP is determined to become a factor in the community life.

Address applications to:

Radio Station WLRP
New Albany, Indiana

Roy L. Hickox, Pres. and Gen. Mgr.

(Continued on next page)

Help Wanted

Salesman

TO A

TRANSCRIPTION

SALESMAN—

● Preferably headquartering in Atlanta, calling on radio stations, advertisers, and their agencies in the South-eastern states, we offer an opportunity for a substantial income. Our program features are being bought by stations and advertisers in all sizes and types of markets. Our plan for cooperating with stations reduces sales resistance to a minimum, but we want a man who can slug in the clinches. We have no objection to the representatives of other programs.

RADIO FEATURES, Inc.
75 E. Wacker Drive
Chicago, Ill.

Situations Wanted

Managerial

HARDER JOB WANTED

AS MANAGER, ASSISTANT OR SALES MANAGER:

Thoroughly trained radio station executive, experienced all phases of management regional network and group ownership stations.
At best in a tough competitive situation or buyers market. Know how to better an established property or build a new one.
Strong on selling, sales and audience promotion. Present job too easy for present enjoyment or future prospects.
Do you have a harder one where the compensation will be proportionate to the results obtained?

BOX 286a
BROADCASTING

Production-Programming, others

Extensive executive and production experience in Radio including Latin-American field. Also interested creative television or own air commentary.

BOX 259a, BROADCASTING

School

The SCHOOL *of* RADIO TECHNIQUE

● NEW YORK ●
HOLLYWOOD ● CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals. Moderate rates. Inquire!

Send for free Booklet B.
Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

For Sale

Station

FOR sale—Only station in good New England market. Excellent earnings and potential for future. All replies confidential. Address:

Box 245a, BROADCASTING

Equipment, etc.

USED TOWERS
FOR SALE

3—277 ft. guyed uniform cross section towers. Two made by Stainless, one by Wincharger.
For sale as is, where is, complete with insulators, guys and lighting. $2500.00 for all three.
Now erected at old WGBS Transmitter, 8 miles west of Fort Lauderdale, Florida.
For further information call, wire or write:

Chief Engineer
WGBS
Miami, Florida

FOR SALE—New, never used—Truscon 286 foot self-supporting tower complete with A-3 lighting, plus reinforcing rods for foundation. Sectionalizing insulators available. Will support 4 Bay GE FM Antenna. Ideal for television. **WRRN, Second National Bank, Warren, Ohio.**

FOR SALE—One new General Electric model 51 professional wire recorder, used six hours, original net costs $628.00, **sell $250.00.**
One slightly used Lansing model 605 high fidelity loudspeaker, beautiful walnut floor cabinet, original cost $330.00, **sell $200.00.**
One slightly used Lansing model A323A high fidelity amplifier, high and low impedance inputs, original cost $158.00, **sell $100.00.**
One new Columbia Coin operated Booth Radio cost $55.95, **sell $25.00.**
One new 5"x7" Graflex, series B, F4.5 Kodak lens, $40.00 built in flash sync., film pack adapter and extra $29.00 plate magazine, original cost over $275.00, **se'l $150.00.**
All items packed for shipment and FOB Grand Island. 25% deposit required on COD's.

FM BROADCASTERS
P. O. Box 137
Grand Island, Nebr.

AFM LOCAL 802

Beaten Unit Loses Appeal

DEFEATED faction in the recent elections in New York Local 802 of the American Federation of Musicians lost its appeal to have the election declared null and void. Their request to take the matter into the courts also was turned down.

The losers suffered the adverse ruling from the AFM's national executive board.

At the same time, Local 802's publication *Allegro* let loose a blast at the opposition, using almost half the text matter of the issue in its attack.

Calling the vote challengers a "rule-or-ruin opposition," Charles R. Iucci, secretary of 802, described the victory of administration forces as "a smashing defeat for the pro-Communists in Local 802 and for those men who, for base opportunistic motives, willingly accepted that support."

The opposition, called the Unity-Coalition party, lost to the incumbent Blue Ticket by a narrow margin [BROADCASTING, Jan. 19]. It protested the election on the ground that voting machines used did not work in accordance with AFM rules.

For Sale (Cont'd)

FOR SALE

LEHIGH TOWER, 179 FEET.
EXCELLENT CONDITION.
CONTACT
WBML, MACON, GEORGIA

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

REGIONAL
MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

BOLLING CO.

Adds to N. Y., Chicago Staff

CELEBRATING its second birthday with an overall company expansion, the Bolling Co., national station representative, added two men to its staff, one in New York and the other in Chicago.

John Stebbins, former account executive with Universal Radio Sales, Chicago, joined that city's office in the same capacity. Prior to his Universal post, Mr. Stebbins was with George Hollingbery Co., Chicago office.

James Cunnison, former radio and television contact man for American Petroleum Institute Industries Committee, joined the television sales department of Bolling's New York office.

In addition, Bolling has announced the addition of WROW Albany to its list, while announcement of WILM Wilmington as a new client was made the previous week. Also, the company's Chicago office moved to new quarters at 360 North Michigan Ave.

BROADCAST MANAGEMENT
CONSULTANTS

We are now available to a limited number of stations for a comprehensive analysis. Our personal supervision in instituting corrective procedures results in profitable station operations.

(Contact our executive offices for details.)

BROADCAST MANAGEMENT CONSULTANTS
SUITE 442 • 20 N. WACKER DR. • CHICAGO 6, ILLINOIS

HOFFMAN ATTACK

Hits Drew Pearson, ABC

PRESIDENT TRUMAN'S now-famed "S.O.B." comment touched off a blistering attack last Thursday on Commentator Drew Pearson by Rep. Clare Hoffman (R-Mich.), who told the House that the "license" of the American Broadcasting Co. should be revoked.

"Pearson," he said, "should not be permitted to follow his avocation of villifying individuals and public officials. He speaks over the air. He has no exclusive right to use the air. The Congress has given the FCC authority to regulate the use of radio . . . The station over which Pearson operates is a licensee of a Federal agency . . ."

Under the U.S. Code, FCC is empowered and authorized to promulgate and enforce such rules as required for the public convenience, interest and necessity, Rep. Hoffman asserted.

"Perhaps," suggested Rep. Hoffman, "the President's description of Pearson may even induce the company which manufactures the Lee hat to increase his compensation. He will probably continue to announce over the radio each Sunday night, 'Don't take less than the best; don't take less than a Lee,' even though the manufacturer of the Lee hat is undoubtedly aware that President Roosevelt described Pearson as a chronic liar."

Mr. Pearson and other commentators and columnists, according to Rep. Hoffman, take credit for news collected by AP, UP, INS and others, after they have rehashed it.

"The American Broadcasting Co.," Rep. Hoffman charged, "is not a new offender. Over its system Walter Winchell for years, for hire, used his talent for mean and sordid purposes."

He thought sponsors, too, might do well to "take a look at the law governing broadcasting, at some of the court decisions." Rep. Hoffman mentioned specifically the case of Sorensen vs. Wood, in which, he said, the court held that the Federal Radio Act confers no privilege to broadcasting stations to publish defamatory utterances.

WPUV Pulaski, Va., installed special wire facilities for nation-wide broadcast by Cedric Foster (r), news commentator, from its studios Feb. 10 at 1 p.m. Special wire carried broadcast to Washington, D. C., thence over MBS and Yankee networks. With Mr. Foster, who was in Pulaski to speak at Business Club's annual ladies' night banquet, is William R. Murray, WPUV manager.

BRAND NAMES

Kenway to Head Committee

FRANK M. FOLSOM, RCA president and chairman of the Board of Brand Names Foundation, New York, last week named six advertising and merchandising executives to serve on the committee for "Brand Names Day—1949." This year's event, sponsored by the foundation in connection with its annual meeting and election of officers, will be held April 12 at the Waldorf-Astoria, New York.

Mr. Kenway

Chairman of the committee is Ivor Kenway, ABC vice president. Serving with him are: Vern G. Carrier, assistant advertising manager, Esso Standard Oil Co.; Lawrence E. Moses, advertising manager, Phillips-Jones Corp.; H. Ford Perine, merchandising director, *Life* magazine; J. Sherwood Smith, president, Calkins & Holden; and George T. Sweetser, publisher, *Esquire* magazine.

RANKIN RANTS

Against Commentators, 'Post'

TWO COMMENTATORS were charged last Monday with spreading "misinformation" as Rep. John E. Rankin (D-Miss.) pressed for House action on his bill to provide pensions for World War I and II veterans.

"Of all the misinformation I ever heard spread," he said, "it is by those radio commentators, Hans Kaltenborn and Drew Pearson, about this bill."

Rep. Rankin, chairman of the House Veterans Committee, also took the occasion of a speech on the House floor to berate the owner of the *Washington Post*, which owns 55% of WTOP Washington.

He said:

The *Washington Post*, whose owner got rich out of the last war, and out of the depression which he helped bring on during the Hoover administration, calls the veterans' pension bill now before the House, the Rankin plan. So I presume from now on you will hear a good deal about the Rankin plan versus the Bevin plan, which some of you call the Marshall plan.

NOBEL NOMINEES

2 ABC Commentators Named

THE ONLY two Americans nominated this year for the Nobel Peace Prize are two radio commentators from the same network—ABC. The Nobel committee announced last Wednesday in Oslo, Norway, that Mrs. Eleanor Roosevelt and Drew Pearson were among those being considered for the 1949 award for efforts on behalf of world peace.

Nomination of the two ABC commentators for the year's top award marks the first time since the inception of the annual Nobel Prize that two persons representing one network should be so honored.

Mrs. Roosevelt, with her daughter Anna, has been featured over ABC Monday, Wednesday and Friday, 10:45-11 a.m., and is inaugurating, beginning Monday, March 7, a new schedule of quarter-hour commentaries five times weekly at 4:45 p.m.

Drew Pearson, sponsored by the Frank H. Lee Co., Danbury, Conn., on behalf of Lee Hats, is heard in news analysis each Sunday at 6 p.m. through William H. Weintraub Co., New York.

GREER W. COWLEY

Radar Expert Succumbs at 45

GREER W. COWLEY, 45, Bell Telephone Labs, New York, development engineer, died last week, following an illness of several months. A significant contributor to radar development during World War II, Mr. Cowley helped to design portable ground search equipment.

Mr. Cowley joined Bell Lab's technical staff in 1930, having worked for several years with a Nebraska telephone company.

Surviving are his wife, Mrs. Mildred A. Cowley; two sons, William 18, and Charles 11, and a daughter, May Louise 17.

10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

A PAYING PROPOSITION

KLZ
DENVER

Ask the Katz Agency
CBS 560 kc.

MAJOR NETWORK STATION
ISOLATED WESTERN MARKET

This station was built by radio men with years of radio experience . . . affiliated with a major network . . . it is recognized by the local, regional and national time buyers as being the number one buy. Located in an isolated market so far as outside signals are concerned but in a growing market where the income per family is far above average. Television problem will not have to be met for several years. Station is making good money. Price $105,000.00. The Blackburn-Hamilton Company, exclusive representatives, can assist in financing a qualified buyer.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.
MEDIA BROKERS

WASHINGTON, D. C. — James W. Blackburn, Washington Bldg. — Sterling 4341-2
DALLAS — Philip D. Jackson, Tower Petroleum Bldg. — Central 1177
SAN FRANCISCO — Ray V. Hamilton, Russ Bldg. — Exbrook 2-5672

FCC Actions

(Continued from page 58)

February 24 Decisions . . .

BY COMMISSION EN BANC

License Renewal

Following stations were granted renewal of licenses for period ending March 1, 1952: WEBC-FM Duluth; WDRC-FM Hartford, Conn.; WFBL-FM Syracuse; WIP-FM Philadelphia; WJTM-FM Jamestown, N. Y.; WMIX-FM Mt. Vernon, Ill.; WMLL Evansville, Ind.; WMOT Pittsburgh; WNDB-FM Daytona Beach; WNYC-FM New York; WSYR-FM Syracuse; WTMJ-FM Milwaukee.

WMIN Mt. Clemens, Mich.—Granted renewal of license for period ending Sept. 1, 1950.

WCTS Cincinnati—Granted renewal of license for regular period.

WOBS Jacksonville, Fla.—Same.

Following stations were granted renewal of licenses for regular period: KITO San Bernardino, Calif.; KIT Yakima, Wash.; KMO (and aux.) Tacoma, Wash.; WEMB San Juan, P. R.; WEEK Peoria, Ill.; KIOX Bay City, Tex.; KMBC-FM Kansas City, Mo.

License Extension

KFOX Long Beach, Calif.—Granted temp. extension of license for 3 mo. pending receipt of further information (Comr. Jones for regular grant).

WPEN-FM Philadelphia—Present license further extended on temp. basis to June 1.

WRR Dallas, Tex.—Same.

Licenses for following stations were further extended on temp. basis to June 1, 1949; KFFA Helena, Ark.; WECW Mayaguez, P. R.; WJVB Jacksonville Beach; KARK Little Rock; KFJZ (and aux.) Fort Worth; KGIL San Fernando, Calif.; KSRO Santa Rosa, Calif.; WMRO Aurora, Ill.; WIKK Erie, Pa.; WIRK West Palm Beach; WJVA South Bend, Ind.; KVER Albuquerque; KOB Albuquerque; KWEM West Memphis, Ark.; WVET Rochester, N. Y.; WNEW New York; WOV (and aux.) New York; KDB Santa Barbara; KGB San Diego; KHJ (and aux.) Los Angeles; KPMO Pomona, Calif.; KXLR No. Little Rock; WBAL Baltimore; WDEL Wilmington, Del.; WJOL Joliet, Ill.; WKEU Griffin, Ga.; WMEX Boston; WGAR Cleveland; WPAB Ponce, P. R.; WFMN-FM Alpine, N. J.; WINC-FM Winchester, Va.; WXLW-FM Indianapolis, Ind.; KHJ-FM Los Angeles; WBCA Schenectady.

Don Lee Bcstg. System, Los Angeles—Present license for W6XAO W6XDU extended on temp. basis to June 1.

Sarkes Tarzian, Bloomington, Ind.—Present license W9XHZ extended on temp. basis to June 1.

RadiOhio Inc., Columbus, Ohio—Granted temp. license W8XUM to March 31.

WHAS Inc, Louisville, Ky.—Same for W9XWT.

WORL Boston—Ordered that authority to operate facilities under temp. license is extended to June 1.

WJBW New Orleans—Granted petition of WJBW in part, and authority of Charles C. Carlson to operate WJBW under temp. license is extended to April 1.

Hearing Designated

WTUX Wilmington, Del.—Adopted order designating for hearing renewal application and authority to operate station was extended to June 1 pending decision in case.

Action Set Aside

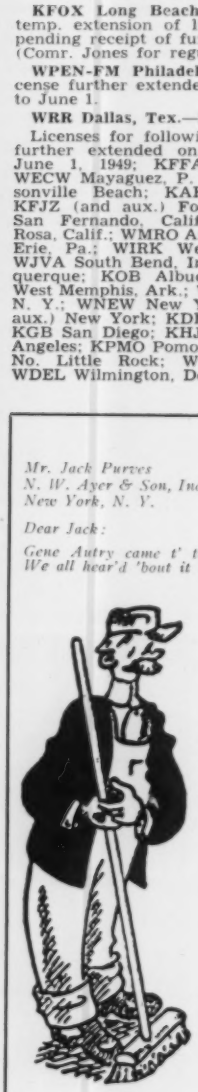
Hearst Radio Inc., Baltimore—Commission set aside action of Jan. 27 granting licenses on temp. basis and granted license for exp. TV stations W3XJC W3XJD on regular basis to Feb. 1, 1950.

Mr. Jack Purves
N. W. Ayer & Son, Inc.
New York, N. Y.

Dear Jack:

Gene Autry came t' town yesterday. . . We all hear'd 'bout it through that fine WCHS promotion job which WCHS does for all hits shows like Gene's "Melody Ranch"; Durin' th' broadcasts which Gene made two of over WCHS—my kin folk came down an offered their services in fightin' any stray varmits that needed fightin' . . . Gene said he'd keep 'em in mind which reminded me that's jest what happens when you use WCHS with 5000 watts at 580 in Charleston, West Virginia. People keep you in mind which after all is what you want. . . ain't it?".

Yrs.
Algy.



WCHS

Charleston, W. Va.

Box Score

SUMMARY TO FEBRUARY 24

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,938	1,891	239		464	266
FM Stations	712	269	651	30*	85	28
TV Stations	57	7	115		317	181

* 11 on the air.

TV APPLICATIONS

Fort Wayne, Ind.—Westinghouse Radio Stations Inc., Channel 2 (54-60 mc), ERP 15.07 kw visual, 7.5 kw aural, antenna 500 ft.; estimated cost of construction $310,000, estimated first year operating cost $260,000, revenue unknown. Applicant is licensee of WOWO-AM-FM there. Westinghouse has one TV station in operation, WBZ-TV Boston, and has applications pending for Pittsburgh and Portland, Ore. Filed Feb. 24.

Winchester, Va.—Richard Field Lewis Jr. Channel 12 (204-210 mc), ERP 31.5 kw visual, 15.75 kw aural, antenna 1,475 ft.; estimated cost $141,500, first year operating cost $35,000, revenue $75,000. Applicant is licensee WINC (AM) and WRFL (FM) Winchester and 60% owner WFVA Fredericksburg, Va. Seeks to have Channel 12 reallocated from Fredericksburg to Winchester. Proposed station would pick up and retransmit signals from Washington, D. C., outlets. Filed Feb. 24.

AM APPLICATIONS

Akron, Ohio — Akron Broadcasting Corp., 1150 kc, 1 kw, daytime, directional; estimated cost $50,000. Principals: George K. Stroupe with Mechanical Mold Machine Co., president; Dorothy C. Stroupe, secretary-treasurer; Ann Elliot, vice president, and Edwin T. Elliot, news director of WAKR Akron. Each couple owns 50%. Filed Feb. 23.

Boone, Iowa — Boone Broadcasting Co., 1590 kc, 1 kw, daytime; estimated cost $26,511.96. Principals: Harold L. Fisher, in shoe business, president and 8.25%; Robert E. Munn, owner of Riekenbergs Dept. Store, vice president 8.25%; Bert W. Miller, drug store owner, director 8.5%; Harold A. Garvey, general manager of Boone News-Republican, secretary-treasurer 31.25%; Mrs. Harold A. Garvey, editor-publisher Boone News-Republican, 31.25%; Ralph H. Capps, advertising, Boone News-Republican, 10%; Dan Garretson, electrical contractor, director 2.5%. Filed Feb. 18.

Carlsbad, N. M.—McEvoy Bros., 740 kc, 1 kw, daytime; estimated cost $14,820. Co-partnership: Paul B. McEvoy, president-publisher of Rosewell, N. M., Morning Dispatch and 25% owner KSWS Rosewell, and Maurice F. McEvoy, secretary-treasurer of Morning Dispatch and 25% owner KSWS. Filed Feb. 23.

FM APPLICATIONS

Thatcher, Ariz.—Gila Junior College of Graham County, Noncommercial, educational FM, Channel 201 (88.1 mc), power 10 w; estimated cost $2,000. Filed Feb. 18.

Spartanburg, S. C.—Wofford College, Noncommercial, educational FM, Channel 201 (88.1 mc), power 10 w; estimated cost $3,500. Filed Feb. 18.

FCC Sells Towers

FCC has announced it will accept sealed bids until 10 a.m. March 29 for purchase of two surplus towers on government property about 22 miles southwest of Boston at Millis, Dover Road. Erected in 1931, the towers were formerly used by WBZ Boston and are declared in good condition. Towers are base insulated, self-supporting and about 300 ft. high. They may be inspected.

PHILCO

Will Build for 33 1/3 and 78

JOHN M. OTTER, Philco vice president and sales manager, announced that both the 33⅓ and 78 r.p.m. reproducing equipment will continue to be an integral part of Philco's radio-phonograph lines in the future. He said the long-playing phonographs his company introduced last summer have met with tremendous public acceptance.

"On the basis of our experience to date, we are convinced that the new long-playing records which give up to a total of 50 minutes of music on both sides of the record offer a tremendous advance to the record-buying public, and one which can be obtained only from the new 33⅓ r.m.p. long-playing unbreakable records," Mr. Otter pointed out.

BACHMAN MOVES

Goes to Headley-Reed C

HERBERT L. BACHMAN, AB manager of television researc leaves the network to become he of the research department Headley-Ree Co., radio a television stati representativ effective tomo row (March 1).

Mr. Bachman

Mr. Bachma who joined AB in 1946 as assis ant to the dire tor of market r search, was, fro 1941 to 1942, r search assistant to the Physiolog cal Corp. of New York. Befo that he was statistical analy for The Pulse Inc., New York. H holds a BA degree in advertisi and journalism from Michig State College, is a member of t American Broadcasting Assn.

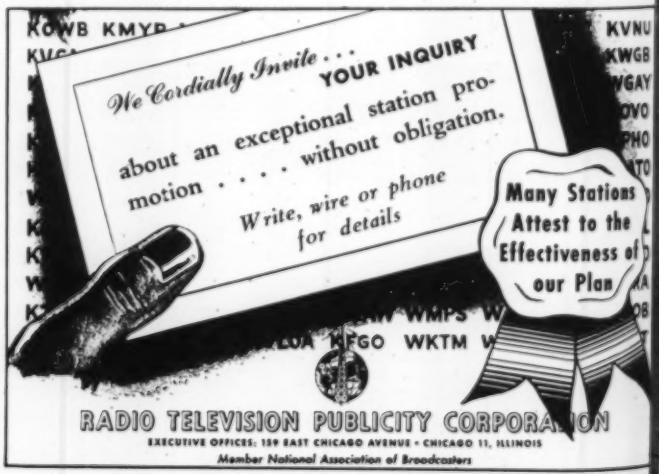
Previously, Headley-Reed ha had outside organizations hand its research, but concurrent wi the hiring of Mr. Bachman, all its work in that field will be c ordinated under his direction.

RADOX

Covering Philadelph

RADOX, radio audience measurin device, is now covering all parts Philadelphia with the exception south Philadelphia and the Ge mantown section. Both of the sections will be covered with three weeks, according to Albert Sindlinger, president of Sindling & Co., Radox manufacturer.

Mr. Sindlinger said that 1 measurement sets now are runnin in the Philadelphia area and that total of 238 sets will be runnin early this week. Within six week Radox will be operating in the a jacent Camden, N. J., area. Aft that, Mr. Sindlinger will spread h Radox work through the rur areas of Philadelphia. All manu Radox operations are in the proce of conversion to automatic. M Sindlinger will have his set-u completely automatic by mid-sum mer.


We Cordially Invite . . .
YOUR INQUIRY
about an exceptional station promotion . . . . without obligation.
Write, wire or phone for details
Many Stations Attest to the Effectiveness of our Plan
KVNU
KWGB
KFGO
WKTM
RADIO TELEVISION PUBLICITY CORPORATION
EXECUTIVE OFFICES: 159 EAST CHICAGO AVENUE • CHICAGO 11, ILLINOIS
Member National Association of Broadcasters

WORL CASE

FCC Criticizes D. C. Court For Review Appeal

THE COURT of Appeals for the District of Columbia was taken to task by FCC last week in its request to the U. S. Supreme Court for review of the WORL Boston case.

The Commission contends that the Court of Appeals, in reversing FCC's denial of license renewal to WORL on grounds of ownership concealment, improperly withheld from the Commission an authority delegated by Congress. The Commission contends the lower court also failed to heed an earlier applicable ruling by SCOTUS in the WOKO Albany case and that the instant case is not an isolated instance of the departure by the court below" from accepted principles of judicial review.

Need for supervision of the Court of Appeals by SCOTUS is claimed by FCC in view of the lower court strategic position to review the administrative actions of FCC and other Federal agencies.

The WORL reversal by the Court of Appeals, issued last November, constituted a ruling that the Commission had acted arbitrarily, capriciously and without the support of "substantial" evidence in denying the WORL renewal. The court sent the case back to the FCC "to carry out the judgment of this Court" [BROADCASTING, Nov. 29, 1948]. In denying the renewal to WORL (950 kc, 1 kw, day), the FCC had cited the Supreme Court decision upholding the Commission's denial of license renewal to WOKO. However, the Court of Appeals ruled that the principles of the WOKO decision were not applicable to the WORL case.

WORL is owned by Harold A. Lafount, general manager of the Arde Bulova stations and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys. WORL has been granted temporary extension of license to June 1 pending settlement of the litigation.

The FCC request, for review by SCOTUS of the lower court's reversal, summarizes the question as "whether the court below, in insisting on direct and express evidence of wilfulness or recklessness and in substituting its judgment for that of the Commission as to the adequacy of the licensee's explanations for its derelictions, improperly withheld from the [FCC] the authority to deny a renewal of license to a licensee which, over a six-year period of time and on numerous occasions, had admittedly misstated and failed to reveal facts as to its stock ownership and financial status."

KOB-WJZ

Station Answers Network

THE ARGUMENT of ABC in its petition to terminate the KOB Albuquerque-WJZ New York case contains nothing new over that made by the network in a similar petition of a year ago, KOB told the FCC last week in its reply to the ABC request [BROADCASTING, Feb. 21].

The network's newly filed petition asks the Commission either to deny KOB's long pending application for licensed operation on 770 kc or to hold a further hearing with particular attention to prospects of KOB's sharing 1030 kc with WBZ Boston. KOB has shared 770 kc with WJZ under a special service authorization since November 1941.

KOB in reply contends that the ABC request to enlarge the issues of the proceeding and make WBZ a party was presented on two different occasions to the Commission prior to the hearing in 1945 and on both occasions the relief requested was denied. KOB states that the present ABC petition for relief and the one filed a year ago both ignore provisions of Sec. 1.389 of FCC's rules. The section states that requests to enlarge issues in a proceeding must be made within 15 days after publication of the issues in the *Federal Register* or upon petition supporting cause for a later filing.

KOB concludes by requesting grant of its petition to amend Sec. 3.25 of the rules to provide for duplicate nighttime operation on 770 kc; granting of its application for operation on 770 kc with 50 kw fulltime; issuance of appropriate orders designed to impose such directional operation upon KOB and WJZ as will be necessary to protect from interference the secondary service areas of both stations as Class I-B outlets, and denial of the ABC petition for immediate relief.

The 770 kc frequency presently is assigned to WJZ as a Class I-A clear channel. WBZ's 1030 kc is a I-B assignment.

SPOT CAMPAIGN

Ten N. Y. Stations Used

RIVER BRAND Rice Mills, New York (Carolina rice), through its agency, Donahue & Co., New York, has started an intensive spot announcement campaign covering ten New York metropolitan area stations, seven days a week. Contracts are for 13 weeks.

Ten-minute jingles will be heard on *Mystery Chef*, WNBC; *Luncheon at Sardi's*, WOR; Pat Barnes, WJZ; *Anything Goes*, WNEW; *Fun at Breakfast*, WMGM; John Reed King's *Best Girl*, WOR; Norman Brokenshire, WNBC; *Bushel of Fun*, WINS; *Dr. Jive*, WWRL; *Music for Mothers*, WFAS; *Ginnie and Rick*, *WAAT*, and *Mr. and Mrs. Music* and Ted Steele on WMCA.

Milestones

► Edgar L. Bill, president of WMBD Peoria, Ill., celebrates his 25th anniversary in radio tomorrow (March 1). Mr. Bill joined WLS Chicago, then owned by Sears, Roebuck, March 1, 1924, as station director. He moved to WMBD in 1931.

► Fifty executives of Swift & Co. and its advertising agencies, J. Walter Thompson Co., McCann-Erickson and Needham, Louis & Brorby, marked the firm's eighth year of sponsorship of ABC's *Breakfast Club* Feb. 8 at breakfast in the Electric Club, Chicago.

► KDRS Paragould, Ark., observed the beginning of its third year of broadcasting last month with a 2½-hour program titled *Looking Forward*.

► Rev. John J. McCarthy, pastor of the Roman Catholic Blessed Sacrament Church, Charleston, S. C., marked his 13th year on WCSC Charleston, last month by inaugurating a new series of programs on that station.

FCC APPEALS

Hobbs Introduces Bill

APPLICANTS seeking court review of FCC actions could file their appeals in the U. S. Court of Appeals in the judicial circuit in which they reside, under a bill (HR-2915) introduced last week by Rep. Sam Hobbs (D-Ala.).

These courts and the U.S. Court of Appeals for the District of Columbia would have "exclusive jurisdiction to enjoin, set aside, suspend (in whole or in part), or to determine the validity of, all final orders" of the Commission. The applicant could go to either his home circuit court or to the one for D. C., as he wished.

Under the present law, appeals from denials of applications for construction permits or license must be taken in the Court of Appeals for D. C. Appeals from license revocations or denial of transfer of control must go to a special three-judge statutory court in the home district of the applicant. Review of FCC actions by the special statutory courts would be abolished under the Hobbs bill.

If the Commission has held no hearings on the action for which review is sought, and if hearings are required by law, the court of appeals might in its discretion remand the proceedings to the FCC. If hearings are not required by law, the court might pass upon the issues when "no genuine issue of material fact is presented."

It takes four — the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of all listeners . . . reaches all the people you want to sell in this multi-language area.

for
NETWORK
CALIBRE
PROGRAMS

. . . at local station cost

See your station representative or write

LANG-WORTH
feature programs, inc.
113 W. 57th ST., NEW YORK 19, N. Y.

At Deadline ...

SEN. KERR GETS PROPOSED AM GRANT FOR TULSA

ALL-OKLAHOMA Broadcasting Co., headed by Sen. Robert S. Kerr (D-Okla.), president of WEEK Peoria, Ill., given proposed decision by FCC Friday for new Tulsa station on 740 kc with 50 kw day and 10 kw night, directionalized fulltime. John Brown U.'s KUOA Siloam Springs, Ark., competing for same frequency with 10 kw fulltime in lieu of present 5 kw daytime on 1290 kc, "failed to make the required showing . . . as to financial qualifications," FCC concluded.

Commission also proposed to grant application of Midland National Life Insurance Co.'s KWAT Watertown, S. D., for 950 kc with 1 kw, directionalized at night, and deny rival request of Corn Palace City Radio Corp. for 950 kc with 5 kw at Mitchell, S. D. FCC said grant to KWAT, now on 1240 kc with 250 w, "would provide a primary service at night to a substantial area and population" now without it.

All-Oklahoma Broadcasting is owned by several WEEK stockholders and others with radio interests. Sen. Kerr has 49% of common stock. His brother, T. M. Kerr, and D. A. McGee, T. W. Fenton and Dean Terrill, all associated in WEEK ownership, have 11, 12, 6, and 3%, respectively. Elmer Hale, minority stockholder of KMUS Muskogee and KIHN Hugo, Okla., has 10%, and William R. Wallace, 20% owner of KIHN, has 8%. Mr. McGee is board chairman. Chief owners of Corn Palace City include Dakota-Wesleyan U. (23%) and Mitchell Daily Republic (22%).

WDHN (FM) NEW BRUNSWICK TO ASK FOR TV CHANNEL 8

WDHN (FM) New Brunswick, N. J., plans to apply to FCC today (Monday) for new television station on Channel 8, asking that this frequency be allocated there for use with directional antenna. Station would operate with 510 w visual and 250 w aural powers.

Existing authorizations and allocations on Channel 8 and adjacent frequencies in that area include WOR-TV New York on No. 9, WJZ-TV New York on No. 7, WCAU-TV Philadelphia on No. 10, WDEL-TV Wilmington, Del. on No. 7, and Channel 8 allocations for Easton-Allentown, Pa.; Hartford, Conn.; Harrisburg, Pa., and Atlantic City. WDHN is owned by *Daily Home News*. Its application being filed by Washington law firm of Welch, Mott & Morgan.

WTUX RENEWAL HEARING

PROGRAM issues reported as basis for hearing called by FCC on license renewal application of WTUX Wilmington, Del. (1290 kc, 500 w day). Policies regarding horse race broadcasts said to be involved. Authority to operate station extended to June 1 pending decision in hearing.

FCC NETWORK PROBE

(Continued from page 4)

the present 12 VHF channels, an obviously impossible situation."

Letter assured that Stratovision, including possible monopoly, is being carefully studied.

Most of remainder of letter detailed material generally covered in recent speeches of Chairman Coy and Comr. Robert F. Jones, and formal reports of Commission. Views were those of Comrs. Coy, Hyde, Webster, Jones and Hennock (Comrs. Walker and Sterling were out of city when letter was drafted).

RRN MERGES WITH CORNELL OUTLETS, DROPS 20 EMPLOYES

MERGER of Rural Radio Foundation, upstate New York FM network owner, with Cornell U. communications interests virtually complete. Merger is intended to bolster network. RRF, operator of Rural Radio Network and owner of six FM stations, largely financed by ten New York state farm organizations. Cornell owns WHCU and WHCU-FM Ithaca, N. Y.

Michael R. Hanna, general manager of Cornell stations, reportedly becomes a top executive of merged organization; R. Bruce Gervan, present RRN general manager, continues in executive capacity. About 25% of RRN's 80 employes reported dismissed. WHCU WHCU-FM staff will be used in FM network operations.

REV. SMITH TO SELL WIBK

RADIO EVANGELIST J. Harold Smith filed application with FCC for sale of WIBK Knoxville, Tenn., long subject to investigation by Commission. Rev. Smith and wife sell 50% common and 100% preferred stock at par to James T. Cox Jr., insurance broker, and C. L. Schenck, wholesale produce dealer. Messrs. Cox and Schenck each buy 50 shares common (25%) at $100 par and latter also buys 1,500 shares preferred (100%) at $10 par. Marvin I. Thompson, general manager, retains 50% interest. Ruling is pending by FCC on initial decision of ex-Comr. Clifford J. Durr last June which held Rev. Smith as "unfit" to be licensee [BROADCASTING, July 5, 1948].

GAMBLE SEES AGENCY CHANGE

RETURN of buyers market and TV impact are affecting immediate future of agencies, said Frederic R. Gamble, president of AAAA, addressing final session of "New Directions" forums sponsored by Art Directors Club of New York. He said agencies may have to develop better staff teamwork, more integration of functions and wider use of each staff member's abilities. TV offers new challenge in exercise of good taste, he added.

ALL-RADIO INCORPORATION STARTED BY COMMITTEE

STEPS taken by All-Radio Presentation Committee to incorporate. Don Petty, attorney, appointed to handle incorporation of non-profit corporation directing industry promotion project. Executive committee approved setting up of auditing system to show exact status of finances. Auditor to be named.

Drive for subscriptions to be continued, reaching climax at NAB convention in Chicago April 11-13 when script is to be ready. Committee expects to review draft of script at meeting March 15.

ZENITH PHONEVISION QUERIES

ZENITH RADIO Corp. has sent second batch of questionnaires asking whether recipients would pay $1 each to see topflight movies in their homes. Questionnaire does not mention Zenith's Phonevision by name. Company described replies to first batch (sent to 1,000 persons each in Chicago, Syracuse, Los Angeles, Great Falls, Mont., and Tucson, Ariz.) as "startling." Second canvass covers 20 cities.

'INDEPENDENTS DAY' AGENDA PLANNED; BMB PROTESTS

USE of March as ballot month for second BM study protested by NAB Nonaffiliated Station Executive Committee at closing day of Washington session (early story, page 27). Committee worked out agenda for "Independents Day" agenda at Chicago April 10 during NA convention. Independents claim March no typical month of year on ground sports are a low point and network audiences at peak.

Chicago agenda to include morning sessio on programming, with transcription spokesmen taking part. NAB President Justin Mi ler to address luncheon on topic, "Who Radio?" Afternoon session features sales an promotion. Melvin Drake, WDGY Minneapolis, will report on NAB committee's wor Maurice B. Mitchell, NAB, will lead discussion on how to get national and retail business. Dr. Sydney Roslow, Pulse Inc., to spea on independents' development.

Committee asked NAB board to act towar recognition of radio in publication of publi legal notices; asked study of government fund spent in various media; named Richard M Pack, WNEW New York, publicity liaison fo Chicago meeting. Convention subcommitte comprises Lawrence McDowell, KFOX Lon Beach, chairman; Bob Maynard, WSVS Crew Va.; Patt McDonald, WHHM Memphis; Be Strouse, WWDC Washington.

WARD CUTS LOCAL BUDGETS

MONTGOMERY WARD & Co. retail store in all cities but St. Paul, Denver and De Moines will drop local advertising schedule tomorrow (March 1), J. A. Martin, firm's a sistant retail sales manager, said Friday Chicago. Move follows closing of company radio department [BROADCASTING, Feb. 21 Mr. Martin said St. Paul, Denver, Des Moine will handle own local radio campaigns.

Closed Circuit

(Continued from page 4)

BMB board, meeting Wednesday, faces th problem as well as what to do about no subscriber data and state of finances.

SPECIAL meeting of Mutual board called Chicago for today, presumably to consid high level personnel, including vacancy in se ond slot created by resignation of Robert Swezey as vice president and general manag to become vice president of WDSU AM, T FM operations in New Orleans.

AMONG new programs being auditioned NBC under new alignment is Washington ori ination themed on backstage officialdom.

FCC last week was pondering reply to co munication from Chairman Ed C. Johnson Senate Interstate & Foreign Commerce Co mittee asking pointed questions on what, wh and when in re TV allocations. Language proposed reply was fine-tooth-combed seve times by FCC with prospects of simultaneo release of interrogatories and responses t week.

VACANCY on Federal Trade Commissi created by retirement of Robert E. Freer m be filled shortly by Kingman Brewster, veter Washington Republican attorney who or inally hailed from Massachusetts. He h endorsement of Chairman Ed C. Johnson Senate Interstate & Foreign Commerce Co mittee and of former Senator B. K. Wheel Indications are also that Garland S. Fergus veteran member whose confirmation was n acted upon last session, will be confirmed Senate.

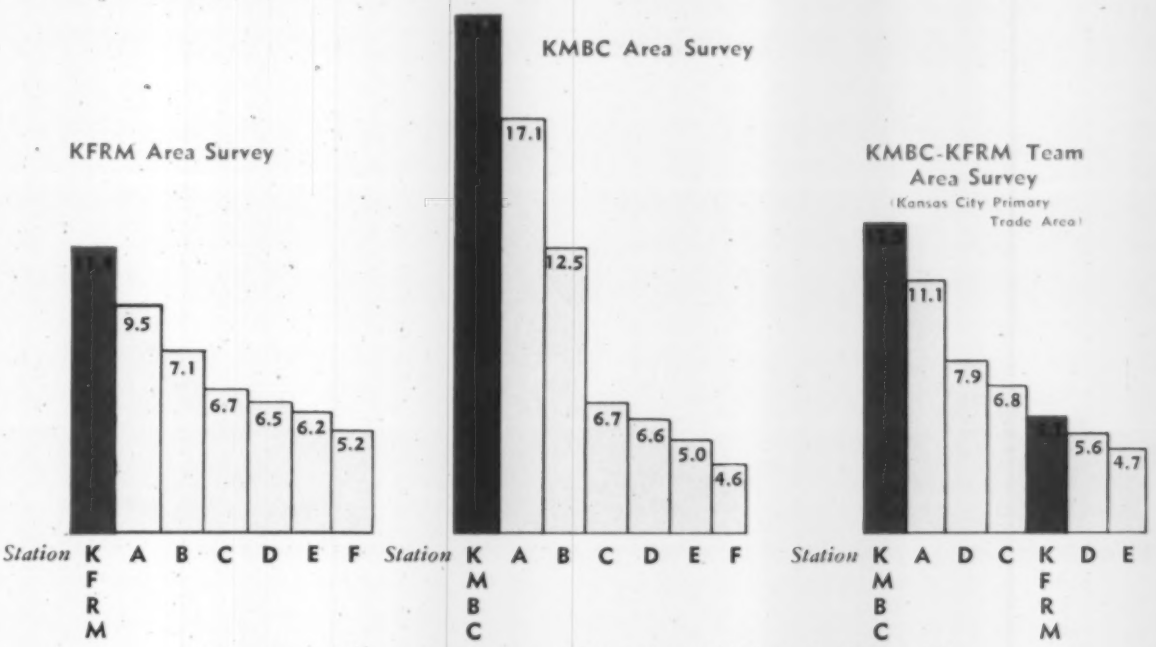
Listeners In Kansas City's Primary Trade Area VOTE FOR *The* KMBC-KFRM *Team*

The first Area Radio Study of The Kansas City Primary Trade Area shows The KMBC-KFRM Team far in the lead of all broadcasters heard in the area. Made in the fall of 1948 by Conlan & Associates, this study is believed to be the *largest* coincidental survey of its kind ever conducted. Factual data from this survey of more than 100,000 calls is published in three books—The KMBC-KFRM Team Area Study (Kansas City Primary Trade Area), the KMBC Area Study, and the KFRM Area Study.

These Area studies which cover 8 a.m. to 6:30 p.m. throughout one week, (KFRM is a daytime station) ending in early October, exclude the larger cities: both Kansas City's (Missouri and Kansas) St. Joseph, Topeka, Salina, Hutchinson and Wichita, surveys for all of which have been made by Conlan.

The KMBC Area Study proves KMBC is the most listened to station (daytime) within an average radius of slightly over 100 miles from Kansas City!

The KFRM Area Study proves KFRM is the most listened to (daytime) station in Kansas within KFRM's half-millivolt contour! (KFRM is a daytime station.)



These graphs illustrate the percentage of total audience of KMBC and KFRM, as determined by the Conlan survey, in comparison to the other leading stations of the area.

There were 73 Kansas, 5 Oklahoma and 4 Nebraska counties included in the KFRM Area Survey, (Wichita, Salina, Hutchinson excluded) with a population of 1,011,750; all within KFRM's half-millivolt contour.

In the KMBC Area Survey there were 61 counties, (Kansas City, Mo., Kansas City, Kansas, St. Joseph, Topeka excluded); all within KMBC's half-millivolt daytime contour.

In the KMBC-KFRM Area Survey for the Kansas City Primary Trade area, as defined by Dr. W. D. Bryant, now research director for the 10th Federal Reserve District, there were 135 counties, with a total population of 2,099,531; all counties being within the half-millivolt daytime contours of KMBC-KFRM. (Metropolitan areas named were excluded.)

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Trade area! The KMBC-KFRM Team provides the most economical circulation an advertiser can buy to cover this huge, important trade area.

KMBC OF KANSAS CITY

Represented Nationally by FREE & PETERS, INC.

KFRM For Kansas Farm Coverage

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

EXTRA PUNCH in delivery is the trademark of a champion.

With the coverage to reach, KTSA matches the strength to penetrate the nation's 28th largest market.

This combination means power-packed performance at the business end of your sales message.

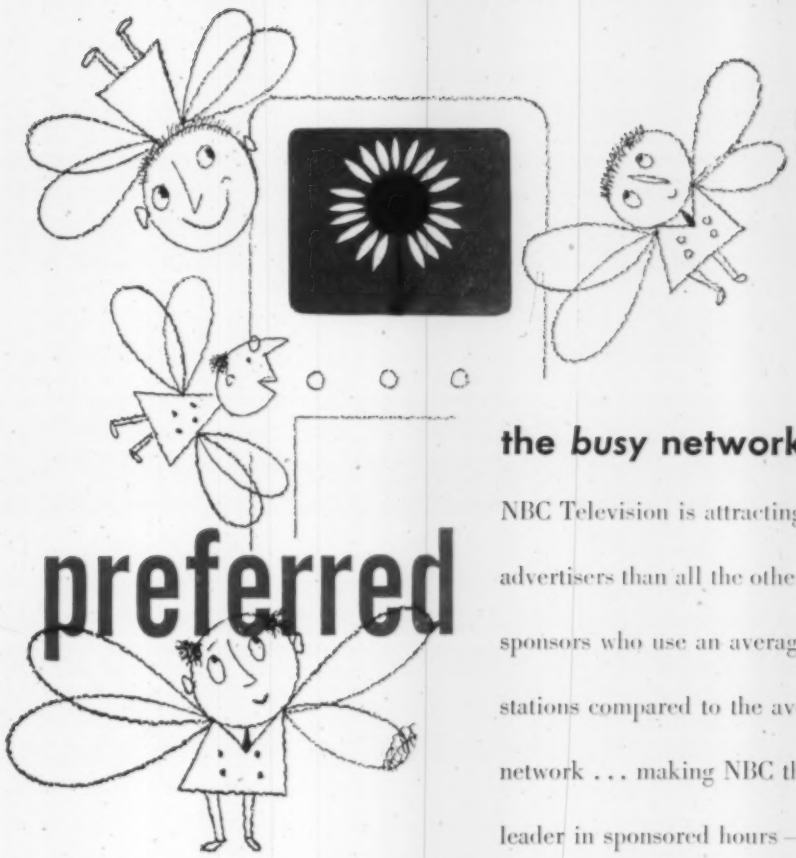
KTSA's vital new CBS program strength means more listeners per dollar, more sales per listener.

Taylor-Borroff can get you a ringside seat in the champion's corner. Call them.

FEBRUARY 28, 1949

TELECASTING

A Service of BROADCASTING Newsweekly



preferred

the *busy* network

NBC Television is attracting more network advertisers than all the other networks combined... sponsors who use an average of 14 NBC stations compared to the average 8 on the second network ... making NBC the far-and-away leader in sponsored hours—3 times more than any competitor. Things are really humming on America's No. 1 Network.

NBC Television

THE NATIONAL BROADCASTING COMPANY

A Service of Radio Corporation of America

WHAT'S NEW IN TELEVISION? TAKE A LOOK AT WPTZ!

In Philadelphia Television, it's

WPTZ

Over 2nd Station by 91%

Over 3rd Station by 222%

ON January 8th, all three Philadelphia television stations made individual pickups of the Mummers' Parade. None of the stations is normally programmed at the time of the parade; preference for any one had to be predicated on technical superiority, program know-how or tuning habit.

During the period from 11:00 AM to 3:00 PM, when all three stations were on the air, a coincidental telephone survey made by an independent research organization* showed WPTZ to have *almost twice as large an audience* as the 2nd station and more than *three times as large an audience* as the 3rd station!

Moreover, sponsor identification on the WPTZ telecast was 73.8% compared to 65.3% on the 2nd station and 57.2% on the 3rd station.

It strikes us that this survey helps to put a price tag on the value of such intangibles as experience, facilities and that elusive factor called "tuning habit." And it certainly demonstrates that if you want to reach the Philadelphia television audience—second largest in the world—you'll do it at materially less cost per receiver over WPTZ.

If you'd like a copy of this survey or current availabilities on WPTZ, drop us a line or see your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.

**Patterson, Korchin & Company*

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

TELEVISION AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

FEBRUARY 28, 1949

HOLLYWOOD EYES TV

Film Studios Building Services

By DAVE GLICKMAN

WHAT are the Hollywood film studios doing about television?

Although the major film studios have "long range plans" for production of movies for television, small and large Hollywood independent producers have for sometime been active in the new medium.

Few have actual contracts for their products. Most of them are filming on speculation and it is estimated that some 150 production units in the area are "dabbling" in television.

Others have but recently set up shop with plans to do a dual job. Some are radio packagers who are adding TV film departments. There are others so new that a firm name and address are only evidence of their efforts.

On Assignment

There are a few who are filming on assignment from either networks, stations, advertising agencies or sponsors themselves. Some are building library services in preparation for the day when such films will have wide distribution. But most of the going concerns are doing work on "spec" with hopes of snagging a customer or two.

Consensus is that many of these companies which have struggled into existence during the past year will close shop for lack of sales of their low budget and poor quality product. Bigger and better financed outfits, assured of a guarantee of distribution, are the ones that will head the parade in the judgment of most advertising agency executives.

Among those actually in TV film production with product sold or leased to advertisers, stations or networks are Jerry Fairbanks Inc., Telefilm, Gene Lester Productions, Hayes-Parnell, IMPPRO, John Sutherland Productions, Marshall Grant-Realm Productions, Wilding Pictures Productions of Calif., Five Star Productions, Raphael G. Wolff Studios, Rockett Pictures, Pictorial Productions, Jam Handy Organization, Churchill-Wexler Productions, Eddie Albert Productions, United Productions of America, Simmel-Meservey, George Fox Co., Cine-Tel, Vitatone Film Productions, Bell International Pictures, Roland Reed Productions, Larry Finley Productions.

Many completed sample productions are being projected in Hollywood. A few are good, but advertising agency executives classify most of them as "poor quality," "inferior" and with cost "out of proportion." If a prospective sponsor likes the sample and is willing to finance series, the producer will roll in full production, they say.

Prices Vary

Price, of course, depends upon the "who" involved in the conception of any given series. Nature of the production itself likewise regulates price.

Further range in the price of proposed film production springs from the fact that some producers do not see fit to risk their reputations below a certain figure which they consider to be the minimum for quality production. Another factor of uncertainty results from absence of clear-cut salary scales by the several unions.

* * *

With formation of his Hal Roach Television Corp., Mr. Roach has switched 100% to TV film production. His schedule calls for 18 series of pictures for TV with a minimum of 13 films each. They will run 26 minutes each. He has already completed one each on the first series of six.

His studio setup represents a $6 million investment. At present the lot is a rental studio, with a number of TV as well as screen producers occupying space, but with the upsurge in activity, Hal Roach Television Corp. expects to take over the entire facilities.

Following in the foot-steps of his father, Hal Roach Jr. with Palmer T. Beaudette organized R & B Corp. to produce TV films and is reeling *Life With the Erwins*. It's a half-hour family show starring Stuart and June Erwin, and is first of three separate series that R & B will make.

IMPPRO made the 27-minute, 13-unit *Cases of Eddie Drake* for CBS. Production unit announced it will spend $1,500,000 in 1949 to make more TV pictures. Included is a musical for CBS.

Five Star Productions is making live, cartoon and combination commercials for various sponsors. The firm also developed three "animatic" TV shows for ABC which are available to advertisers through the network. They include *Guess Again*, 30-minute weekly cartoon quiz; *Artist In Crime*, 30-minute weekly comic strip mystery; and *Pot Luck*, home economic cartoon to be screened as part of a live program.

* * *

Marshall Grant-Realm Productions is shooting 26 stories from the classics for America Tobacco Co. (Lucky Strike cigarettes). Titled *Your Show Time*, each is 30 minutes in length. Production unit has also made some Philip Morris commercial shorts and with completion of the Lucky Strike TV series, will start work on a new series for an unnamed sponsor.

Telefilm has its 8½-minute *Roving Cameras* sponsored and unsponsored on stations throughout the country. Series is being sold for from $25 to $120 per show, depending upon TV sets in use in various markets.

The *Erskine Johnson in Hollywood* series, of which three audition samples are available, is being offered by Telefilm on a once weekly, 10- or 15-minute basis and

(Continued on page 14 of Insert)

* * *

TECHNICAL CREW of Marshall Grant-Realm Productions is ready to roll an "outdoor" scene from *Why Thomas Was Discharged* at Hal Roach Studios. The 30-minute production is 19th in American Tobacco Co. (Lucky Strike) *Your Show Time* series on NBC-TV.

JURISDICTION

IATSE, NABET Split on TV

NABET last week fired what it considered to be the opening shot in a battle with IATSE.

President John R. McDonnell of the National Assn. of Broadcast Engineers and Technicians released a statement in which he blamed IATSE for making labor peace impossible in the television industry.

Mr. McDonnell said that IATSE, whose fuller title is International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators of the United States and Canada, AFL, made demands on NABET which prevented solution of the jurisdictional problems outstanding between the two unions. Said Mr. McDonnell:

"It is impossible to accede to such demands and NABET will defend with vigor its right and the rights of radio and television men everywhere."

NABET Province?

The demands, according to Mr. McDonnell, were in fields which NABET normally regards as in its province.

No counter comment was immediately available from IATSE officers, who had not yet received official notice of the NABET blast when contacted.

It was learned that among the demands was jurisdiction over all projectionists, film cameramen and workers, audio mixing men when a program is filmed and workers who dolly cameras.

History of the battle between the two unions traces immediately to an NLRB case which is pending, and which now has the jurisdictional hot potato. More remotely, the dispute begins with two incidents of last summer, the "Mr. Roberts" case and the "Palace Theatre" case.

In the "Mr. Roberts" case, which involved the CBS telecasting of the Broadway stage play, IATSE was about to have a jurisdictional tangle with International Brotherhood of Electrical Workers, AFL. That matter, however, was decided peaceably by IATSE and IBEW splitting 50-50 for the workers involved.

In August, there followed the "Palace Theatre" case, in which IATSE again sought a 50% jurisdiction over video cameras at the opening of WJZ-TV. In this case, NABET was involved. ABC had a contract with NABET, giving it jurisdiction over all technical equipment, including all the television cameras. ABC obtained a temporary injunction in federal district court in New York, restraining IATSE from interfering with WJZ-TV. This case is still pending.

It became apparent after these two cases that IATSE would seek at least a 50% jurisdiction in television matters wherever it could.

Later it was reported that IATSE and IBEW reached a jurisdictional settlement with major types of maintenance and repair work belonging to IBEW and minor maintenance and operation of equipment to IATSE [CLOSED CIRCUIT, Jan. 24]. This agreement has never been made public and on Wednesday when President Dick Walsh of IATSE was asked about it he refused comment.

Meanwhile, it became known that NABET was making efforts to reach an agreement with IBEW, whereby the two unions would participate in contract negotiations with the networks. This effort finally ended in the refusal of IBEW [BROADCASTING, Feb. 14]. NABET, however, said it was still willing to work for the common good of technicians in the radio field.

With all this in the background, the immediate dispute which led up to the NABET declaration of the past week was in the making. This involved television lighting workers on both ABC and NBC.

Locally in New York a temporary solution of the differences between the two unions was reached in December by which NABET had jurisdiction over supervisory employes while IATSE had jurisdiction over the men who actually place and rig lights.

But in the network cases, the disputes went to the NLRB, which in the last week of January postponed the NBC matter until March 16 so that NABET and IATSE could work out an agreement "out of court." The ABC case, it was expected, would have been controlled by the NBC decision.

NABET's executive board was then summoned to a week-long series of sessions in New York, with President McDonnell and Richard T. Parks coming from San Francisco; Edward Lynch from Rochester, New York, and John H. Hogan from Washington, D. C. Clarence Westover, national executive secretary, and Harry Hiller, national representative, also met with the board.

The NABET officers then sat down with IATSE officials and found, according to Mr. McDonnell, that IATSE's demands were in other fields than television lighting and in fields NABET considered its province. The IATSE position is that although television has great similarity to radio, which has been NABET's province, television also is "a show which is seen," and technicians staging such shows are in IATSE's province.

The statement authorized for release by Mr. McDonnell follows:

"The International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators of the United States and Canada, A F of L, has made peace in the television industry impossible in the forseeable future by reason of the exorbitant demands made upon NABET."

The executve board of NABET has been in session this past week to deliberate current problems of television lighting as a result of a representation case before the NLRB, in which the IATSE is an intervenor. NABET has been fighting to maintain the radioman's position in the industry that he has developed.

The case, involving television lighting in network stations, was postponed Jan. 26 to permit officers of NABET and IATSE to meet and and seek a solution that would be acceptable to the industry and provide harmony between the unions concerned.

NABET officers met with the IATSE and discovered that in addition to the question of lighting in television, the IATSE now demands additional work that normally is in NABET's field of technical operation in television. President McDonnell said it is impossible to accede to such demands and NABET will defend with vigor its right and the rights of radio and television men everywhere.

TELESPORTS

Crosley Files Papers To Promote Shows

FORMATION of Telesports Inc., to promote its own sports shows and potential amusement and educational activities, was announced last Tuesday by Crosley Broadcasting Corp. in Cincinnati. Incorporation papers have been filed for the new firm, with authorized capital of $100,000.

Mr. Dunville

Principals listed in incorporation papers are James D. Shouse, chairman and president of Crosley Broadcasting Corp.; Dwight Martin, vice president and assistant general manager, and Robert E. Dunville, vice president and general manager. Capitalization of the firm is on the basis of a maximum of 1,000 shares of stock with par value of $100 each.

Primarily, Telesports will seek to encourage the development of a broader range of athletic events, and to assure their availability for television, according to Mr. Dunville. No deal has been made on a site for the programs, but several are being considered, it was indicated.

Events promoted by Telesports would be available for telecasting on all Crosley TV stations—WLWT Cincinnati, now on the air, and WLWD Dayton and WLWC Columbus, scheduled to begin operation in March. They could also be used by other radio or video stations, with the management assigning rights as it desires. The move will augment rather than supplant sports TV shows now offered by WLWT, it was emphasized.

Under the terms of its charter, Telesports may also carry on broad activities in the amusement and education fields if it chooses. Charter also provides for activities ranging from play production and exhibitions to the handling of musical copyrights and publication of books.

KFI-TV HOURS

On Noon to 6 p.m. Daily

STARTING March 1, KFI-TV Los Angeles will become an all-daytime operation (noon to 6 p.m. daily), according to William B. Ryan, general manager.

Until now, the station has been programming about three hours nightly Wednesday through Sunday. Under the new setup, it will be on the air 42 hours weekly, in the daytime only.

KFI-TV is to issue a new rate card listing $150 as its hourly base rate. Other one time rates are: One-minute announcement — $20; five minutes—$30; quarter hour—$60; half hour—$90. Frequency discounts will break down as follows; 5% on 26 times; 10% on 52 times, and 25% on 468 times.

Programming Monday through Friday will be mostly on strip basis, Mr. Ryan explained, with emphasis upon news, audience participation, homemaking, public service and simple musical formats. More than 20 programs will be presented daily with emphasis on shows that require little or no camera rehearsal. Most programs will be available on a participating basis.

KGO-TV TEST

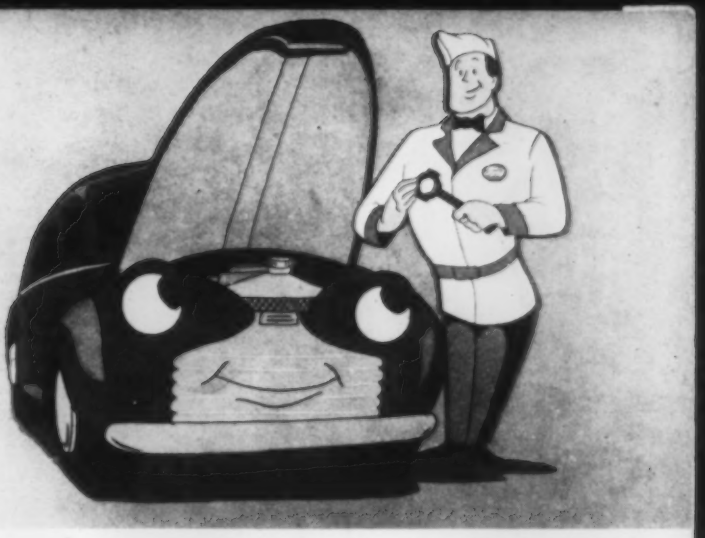
Programming Starts in May

KGO-TV, ABC outlet in San Francisco, second television station to begin operation in northern California (of five scheduled to go on the air), began regularly scheduled daily test patterns last week.

Mr. Grubb

Regular programming is not expected to begin until May, Gayle V. Grubb, general manager of KGO and KGO-TV, announced.

WHITMAN'S SAMPLER presented an opportune usage for "Sampler" cartoon animation, Five Star Productions said. Whitman's order was a "rush," and Five Star reported that it delivered script-to-screen in nine days on first film. Budget: Under $1,250.



FORD SERVICE films produced by Five Star Productions required full animation for best effect. Here, according to Five Star, cartoons could serve a "clean appearance," function live action could not. Budget: Under $1,500. Delivery schedule: 29 days.

FILM COMMERCIALS

Five Star Has Sales Formula

By HARRY WAYNE McMAHAN

"JUVENILE DELINQUENT" is a proper description of many a television commercial going out in the world to seek its fortune today.

Juvenile in construction and delinquent in sales power, such a TV spot is criminally neglectful of its duties to its advertising parentage and to the society it must serve.

Often conceived in dreamy-eyed unreality, these errant urchins are born into a very hard-hearted world, a world quick to laugh at their deformities and ridicule any lack of good breeding. So, before we toss these juvenile delinquents into jail let us consider what correctional measures might be judiciously applied.

The "don'ts" come first, always, unless you want an obstreperous "problem child."

Budget First

1. DON'T WRITE YOUR SCRIPT FIRST. Do set your budget first. Like buying a home for the expected child, you first must determine how much you can spend—then tell the architect your needs and specifications. Create the house to fit the budget. You may find you have to give up an extra room or two, but don't stint on the essentials—bedroom and nursery. That means consumer interest and practicality.

2. DON'T RISK UNTRIED PRODUCERS. Do demand sample screenings. See a few sample children before you adopt one or start your own propagation. Specifically, ask to see sample screenings or successful films in the budget range you have selected.

3. DON'T PRODUCE JUST ONE FILM. Do produce a series of 7 or 13. Large families have many advantages. So, a series avoids monotony on the screen, lowers production costs and properly develops a campaign for full cumulative sales value. Obviously, it costs a producer almost as much to gear up for one film as for a series, since talent and craftsmen are hired by minimum day or week.

4. DON'T "HOP ABOUT" FOR SUBJECTS. Do have definite format and theme. While we must avoid monotony, we still want all the children to look alike and bear a family resemblance. Smart repetition of a selling theme has an invaluable cumulative effect. This is the reasoning behind our "Safety Sign" series for Ford, "Sampler" cartoons for Whitman's "Let Visit America" for Coca-Cola and "Hollywood Mini-Tours" for Dr. Pepper.

5. DON'T TRY TO ADAPT RADIO COMMERCIALS. Do plan first the visual. Yes, little children should be seen and not heard. The impact of TV over AM is computed at 10-to-1. Why? The visual, supplemented by the aural. Note that word "supplemented." One picture —is still worth reams of chatter.

Let Salesmen Sell

6. DON'T USE "LIP-SYNC" DIALOGUE. Do use "off-screen" announcer. Actors are rarely adequate as salesmen; lip-sync slows action (and adds costs). Let your actors demonstrate—have a qualified commercial salesman to sell! Exception: In the "testimonial" type of commercial, use a forceful single line of dialogue from the star.

7. DON'T MAKE 'EM TOO LONG. Do stay within one minute. There is rarely any excuse for 1½ and 2-minute TV spots.

8. DON'T HAVE TOO MANY ACTORS. Do concentrate on 1 or 2. Too many actors in one film confuse. Where there is a single "key" model, the audience can then become ingratiated to a personality and a more personal sales job can be accomplished.

9. DON'T FIRE YOUR GUN TOO FAST. Do win audience interest. A good formula: allow the first one-fourth of your time to winning attention and interest—then start selling.

10. DON'T GO OVERBOARD ON NOVELTY. Do remember your objective. While it is important to "entertain" that initial interest, don't try to continue being so "cute" you forget to do your sales job. Cartoons are naturals for TV spots, but remember they are best for trademarks, trade characters and exaggerative demonstration. Beware of string puppets. Use caution with live comedy, the most difficult mood to present effectively in commercials.

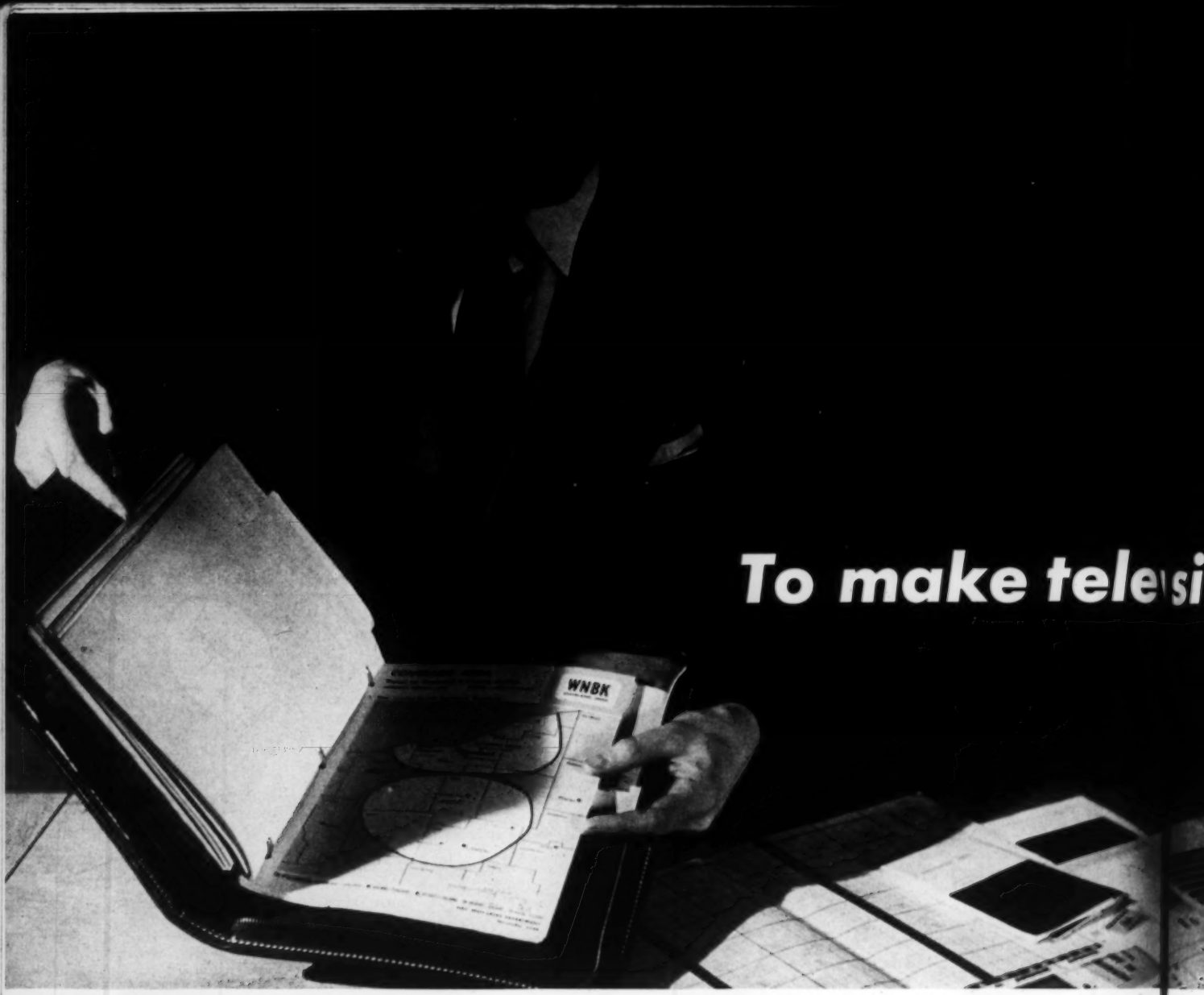
11. DON'T FIGHT HASTY DEADLINES. Do allow ample production time. Rushing the normal gestation period is dangerous. Haste makes, in addition to waste, headaches and unnecessary overtime expense. Good films have been delivered in 2 weeks; 30 days is

(Continued on page 18 of Insert)

Mr. McMAHAN

HARRY WAYNE McMAHAN, executive producer of Five Star Productions of Hollywood, started in commercial short ad-film production in 1935 after a long and extensive seasoning in advertising agency, newspaper and radio production work. In 1939 he established U. S. Motion Pictures in Hollywood to specialize in commercial films for theatre distribution, later for TV. He has written and produced more than 1,000 films for Ford, Coca-Cola, Dr. Pepper, FTD, Whitman's Sampler and other accounts. Based on his experiences and his analysis of successful films, he evolved a "check-list" of 12 Don'ts and 12 Do's for his staff and clients. After recent speeches on this subject before the AAAA Pacific Council, AAW, Hollywood Ad Club and Dallas Ad League, we invited him to write this special story, with illustrations from Five Star films.

TYPICAL of live action ad films is the Dr. Pepper *Hollywood Mini-Tour* in which Columbia starlet Terry Moore is shown. The Five-Star series is available in both color and black-and-white. Each playlet starts on a short subject, develops commercial theme in first 20 seconds. Budget is under $800.



To make tele si

Buying television time involves dozens of time-consuming details. To make the time buyer's task a less harried one, NBC Spot Sales has assembled a wealth of data. The information listed at the right on all NBC Spot represented stations is yours for a phone call.

Providing you with each of these 36 items is superi
basic service of the best-informed televisio ductio
representative in the industry, your NBC SPO SALE
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Backed by the experience and know-how of th *he n*
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NBC S

NEW Y

representing television stations: WNBT—New York • WNBQ—Chicago • KNBH—Holly PTZ—Ph

...sion buying easier

Television Buyer's Check List

MARKET INFORMATION

- ☐ television set circulation
- ☐ population in coverage area
- ☐ radio families in television area
- ☐ retail sales
- ☐ food and drug sales
- ☐ general merchandise sales
- ☐ effective buying income
- ☐ counties within coverage area
- ☐ estimated total television audience
- ☐ forecast of set installation

STATION INFORMATION

- ☐ program schedules
- ☐ availability lists
- ☐ rates
- ☐ ratings
- ☐ audience characteristics
- ☐ coverage maps
- ☐ competition's program schedules
- ☐ competition's rates
- ☐ studio equipment available
  (live and film studio equipment, cameras, etc.)

PROGRAM INFORMATION

- ☐ description of program format
- ☐ photographs of talent and set
- ☐ biographies of talent
- ☐ adjacencies
- ☐ competition
- ☐ type of audience
- ☐ ratings and surveys
- ☐ audience response stories
- ☐ success stories
- ☐ promotion and merchandising
- ☐ rates and contract terms

GENERAL TELEVISION INFORMATION

- ☐ audience surveys
- ☐ all U. S. television stations
- ☐ advertisers using television
- ☐ agencies handling television
- ☐ technical data
- ☐ film

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'QUIZZICAL' TV?

Adoption of Giveaway Format Studied

By MARK GOODSON

PEOPLE who have seen the quiz show in AM radio pay off are now readying their own $64 question: "What will happen to the prize program in television?" Will people want to WATCH a quiz as they now are willing to listen to one? How drastically will present formats have to be reshuffled to fit the cameras? And—will this reshuffling so raise the costs of the quiz show that it will lose one of its most attractive traits, namely, its ability to sell goods at the lowest competitive rate?

The first temptation to an advertiser will be to solve the problem the easy way—by putting his going radio show right before the cameras.

He may not get much network opposition on this—since many executives involved in television operations have been trained in radio, and think instinctively of television as radio with pictures.

On the other side of the coin, he will find other key men in the TV set up (usually down the line a little in programming or scenic designing), trained in movies or stage, who will look over his quiz show sadly and cluck in dismay. "Impossible," will be their reaction—"unless you throw out everything and build from scratch."

The answer, of course, lies in a compromise based on the curiously obvious fact that while television is not radio, it is also not movies or theatre, either.

Through dint of some luck and considerable sweat we have, I think, found that compromise with *Winner Take All* (formerly carried by CBS-TV) in television—a show which has pulled down top ten Hooper and Pulse ratings for what may well be the lowest per point cost in television. We have continued to run *Winner Take All* in AM radio without trying to tie it to the TV show.

Formula for Show

What we have maintained and carried over—is the basic formula for the game.

Briefly, that game formula is this: Two contestants play opposite each other at the same time, competing for the same question. Each contestant is equipped with a bell or a buzzer. These signals he presses the instant he knows the answer—interrupting a question in the middle if he so desires.

If he is first and right, he wins a point. Three points captures him the round—and the right to whatever awards are in our Treasure Chest. Once he has won, he remains on as champion and takes on new challengers—until defeated—coming back show after show until the crown is knocked from his head.

This is the radio show—AND the TV formula. Let's see how we elaborated on that radio formula for television.

EARLY THIS month at a Hollywood news conference, ABC President Mark Woods revealed [BROADCASTING, **Feb. 7] that his network was considering telecasts of AM giveaway programs, like *Stop the Music*, to its TV affiliates. (ABC-TV already carries *Break the Bank* in the East and Midwest.) To Mark Goodson of David O. Alber Assoc., and radio people generally, a current $64 question may be: "What will happen to the prize program in television?" Mr. Goodson has analyzed some of the factors involved in adapting current AM quiz programs to television. Says Mr. Goodson: "Audience participation will have a place for itself in television"—if agencies and producers . . . "uncork the imagination and expend the sweat to satisfy TV's demanding terms."**

Mr. GOODSON

First—we built an interesting and functional set, one that could be used every week and that would offer us the greatest opportunities for movement and playing of our game. We did not try to imitate anybody's living room—or make it look like the inside of a stadium or a basketball pavillion.

Rather, we built an attractive, functional set, specifically designed for *Winner Take All* television. Then, we made the bell and buzzer signals of our contestants visual. When a contestant presses the buzzer—a sharp zigzag light flashes on right near his hand and when his opponent presses the bell—a bell shaped light clicks on, thus visualizing the sound effects.

We decided to free the m.c. of a podium and a script—and we've found that his ability to move freely over the stage has been helpful in giving *Winner Take All* a feeling of motion. Questions are popped out to the m.c. through a slot in the set—and these questions are printed on cards. We call this slot the "Brain Box"—and our m.c. openly refers to it as the fertile scource of all questions.

"Let's see what the Brain Box has for us now," he'll say, as he swings across the stage to the slot and the camera follows him. The Brain Box also gives us the chance, backstage, to introduce an element of control into the show.

In the average TV show—once the program starts, there is no way of communicating with the performers except by wild gestures which are too often either picked up on a stray camera or which distract the actors.

Most important of all—we determined to build our questions with the visual needs in mind. We decided that the poorest and least imaginative approach to a visual question was a still picture or drawing. Instead, we brought out two boxers and had them go into a sample bout in front of the cameras.

"Get set," our m.c. warned the contestants, "watch this little boxing match closely and sound your bell or buzzer the instant you spot any foul being committed."

Another question indicates how we bring the contestants out from behind their fixed positions to join the activity. We brought on three men, one dressed in the uniform of the French and Indian Wars, another in the uniform of the Spanish-American War, and the last in the uniform of World War I. Each man was carrying a gun—but the wrong gun for the war he fought in.

"Sound your signal," the m.c. said, "when you can come over and give the right gun to the right soldier."

The working out of this kind of act takes time, imagination, work, and money. Whereas on the *Winner Take All* daytime AM show, a writer, a research girl, and a secretary turn out 150 and more questions a week, in television it takes an idea man and assistant plus several conferences with our full staff to dream up eight to ten weekly questions.

And remember, in AM radio a question consists of words on paper.

In TV a question means actors (or boxers or magicians or jugglers or dancers) plus costumes, plus props, plus make-up, plus dialogue writing, plus rehearsal.

Costs? We have gotten away by the skin of our teeth with two hours rehearsal—but as our acts grow more complex this must increase. The price of the TV package has actually been kept *lower* than the AM package by dint of working out as many trade deals as possible and because fees in

(Continued on page 19 of Insert)

DIGEST OF TV PROGRAMS

Issued by Curtis Publishing Co.

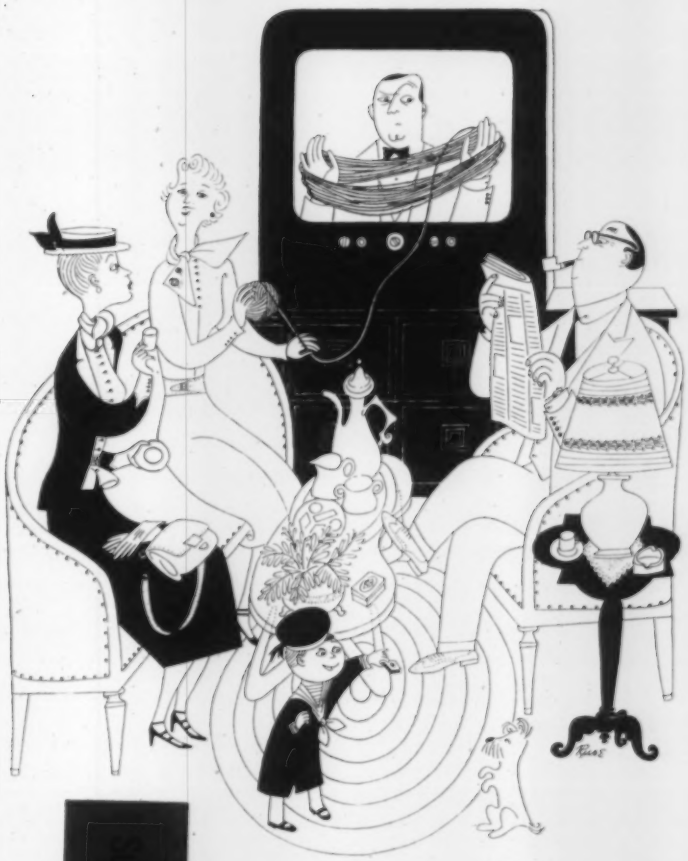
A 49-PAGE DIGEST of television's progress, with information and statistics revised to Nov. 29, 1948, has been published in mimeographed form by the research department of Curtis Publishing Co., Philadelphia. Titled "The Television Industry," the study was prepared by Fred Bremier, market analyst in the department.

Theme of the study is that television will be a great industry. "It seems unlikely," says Mr. Bremier, "anything will occur to stop or slow it down except the industry's capacity to produce . . . more rapid growth is curtailed by inadequate production of station transmitting equipment and by slow development of network facilities. . . ."

The study notes that already the price trend on television receivers is down and that "so far the price of . . . receivers has been no deterrent in their purchase." It notes also that future improvements are unlikely to make present receivers obsolete.

Chapter headings include: "Television Arrived Commercially in 1947"; "Telecasting Station Progress"; "Television Channel Assignments"; "Television Network Transmission"; "Production of Television Receivers"; "Installation and Service"; "The Program Is Television"; "Television Progress of Interest to Movies"; "Building Commercials, a Specialized Business"; "Advertisers Sponsoring Television Programs"; "Television Program Costs Higher Than Radio"; "Status of Color Television"; "Circulation of Television" and "Forecasts on the Future of Television."

Included in a supplement following the main portion of the study are tables listing TV stations on the air and giving statistical data about them as of Dec. 31, 1946, Dec. 31, 1947, and Nov. 29, 1948; status of TV stations at the close of 1948; production of video receiving sets in 1947 and 1948 by months; types of receivers produced (table models, consoles, etc.); number of advertisers sponsoring TV programs and spot announcements in 1947 and 1948 by months; national advertisers who were early users of television; manufacturers of receiving sets sponsoring TV programs, and estimated number of receivers in transmission areas at the beginning of each month in 1948.



–and it's practical, too!

MARCH

| | | |

ABC TV Players L (E-M)	*Music in Velvet* L (E-M)	*Bowling Headliners* L (E)	Edelbrew Bowling Headliners L (E)	*Bowling Headliners* L (E)		
Emerson Radio Toast of the Town L (E-M)[1]						
Philco Corp. TV Playhouse L(E-M)[1]		Disney Hats News F (E-M,NI) (to 10:10)	Bates Girl about Town L (E-M)	*Who Said That?* L (E)		
A. Stein&Co. Identify L (E-M)	*Skip Farrell Show* L (E-M)					
General Foods Corp. Goldbergs L (E-M)	*People's Platform* L (E-M)					
Films F (E)		*Court of Current Issues* L (E-M) K (NI)				
Colgate-Pal.-Peet Co. Colgate Theatre L (E) K (M)	Firestone Tire & Rubber Americana L (E) K (M)		Gillette Fights L (E)		*Newsreel* F (E)	
Co-Op Town Meeting L (E)	*Film Shorts* F (E)		Co-op Boxing (to midnite) L (E-M)			
Gulf Oil Corp. We the People L (E)	Electric Auto-Lite Suspense* L (E-M)	Household Fin. Bdct'g. with Barry* L (E)				
DuMont Labs School House L (E-M) K (NI)						
Procter & Gamble I'd Like to See L (E)	Motorola Believe It or Not L (E) K (NI)		*Wrestling* L (E-M)			
Film Shorts F (E)	*Feature Story* L (E)	Co-op Wrestling L (E-M)				
Whitehall Pharmacal Mary, Kay & Johnny L (E)	*Kobbs Korner* L (E) K (NI)	P. Ballentine & Son Tournament of Champs. L (E-M)				
Kraft Foods Co. TV Theatre L (E-M)		*Meet the Press* L (E)				
Feature Film F (E)		*On Trial* L (E-M)	Participating Club 7 L (E-M)			
R. J. Reynolds Tobacco Co. Basketball L (E)						
DuMont Labs Window on the World L (E-M) K (NI)						
Gulf Oil Corp. Gulf Road Show L (E)	Bigelow-Sanford Bigelow Show L (E-M) K (NI)	*Nature of Things* L (E)				
Bristol-Myers Break the Bank L (E-M)	Co-op Joe Hasel L (E-M)	*Alice Pearce* L (E-M)				
Science Review L (E)	*What's It Worth?* L (E)					
Fashions on Parade L (E)						
Bonafide Mills Stop Me If You've Heard This L (E)	American Tobacco Co. Your Show Time F (E-NI)		Gillette Fights L (E-M)		Lgt. & M.[5] Supper Club L (E-M)	
Stump the Authors L (E-M)	*Stand By for Crime* L (E-M)					
R. J. Reynolds Tobacco Co. Track Meet or Basketball L (E)						
Feature Film F (E)						
		Basketball (to 11:15) L (E)				

IS TV COMING OF AGE?

TelePulse surveys for the week of January 3-9 (pre East-West cable) show that daytime programming is here to stay, and that there is a daytime TV audience.

Comparatively, the three TelePulse cities stack up as below:

	# ¼ hrs. of TV programming 12 Noon-12 Midnight	# ¼ hrs. of TV programming 12 Noon-5 PM	# TV Stations
New York	927	212	6
Philadelphia	663	211	3
Chicago	406	52	4

HIGHEST ¼ HOUR TV SETS-IN-USE

(12 Noon — 5 P.M.)

	Weekdays	WeeKends
New York	16.1	22.7
Philadelphia	19.0	46.0
Chicago	15.0	39.0

You cannot afford to ignore this ever-growing slice of the TV pie!

For Other Telefacts, Ask The Pulse —

The 100% Yardstick of TV Measurement

THE PULSE, INCORPORATED

110 FULTON STREET

NEW YORK 7, N. Y.

Arthur Godfrey—star yarn-spinner and salesman for four different products—got a 97% correct sponsor-identification for Chesterfields on his first CBS-TV broadcast, highest ever recorded on any TV program. Once television plants a product or an idea in the mind it's not only there to stay but already hard at work for its sponsor.

NOW OPERATING IN 30 MAJOR MARKETS

NEW long-range reception antenna, called a "Yagi-Beam," is being made available to the public, Harold R. Ellis, president of Roger Television, New York, announced last week. Mr. Ellis said the antenna will eliminate double and blurred images and other types of interference and permit strong reception of weak signals. Antenna was developed from work originally done by Prof. H. Yagi, Japanese scientist.

TELEVIEWING

KSTP-TV Area Report Made

AVERAGE tune in by Minneapolis-St. Paul television owners is 72.9%. This figure is reported by Gould, Brown & Sumney, Chicago, and is based on 9,300 sets in the area as reported on the NBC Research Television data chart.

The weekly average number viewing per home was 3.6 with the average television family numbering 4.0. Of these, 2.6 were adults.

At the time of the survey, which was completed Jan. 25, the average set owner viewed 12.5 hours a week after 6 p.m. KSTP-TV Minneapolis-St. Paul was then transmitting 19¾ hours a week at night, including test patterns.

Program types in order of preference were indicated as: Sports events, serials, movies, westerns, educational programs, news, marionettes, Sunday evening plays, plays, animal serials and art programs.

WTMJ-TV HOURS

Weekly Schedule Expanded

TEN hours of afternoon programming and five hours of dinner music will be added to the schedule of WTMJ-TV, *Milwaukee Journal* station, starting today (Monday), increasing its air hours to 45.

Expanded schedule includes Monday and Tuesday afternoon shows, only afternoons which station has not programmed in the past. Daily shows will begin at 2:30 p.m., Mondays through Fridays, and 3:30, Saturdays and Sundays.

VIDEO ROUNDTABLES

Reynolds Gives RFDs Agricultural Ideas

THE ADDITION of sight to sound broadcasting alone will not compensate for lack of "hard, solid thinking" on news and feature values of TV discussions. In fact, video will enjoy little more success than radio's 20 year effort to make "good oyster soup without oysters," according to the Agriculture Dept.'s radio service.

In its weekly newsletter to radio farm directors, the Office of Information's Dana Reynolds offers to RFDs, contemplating video programming for the first time, some simple ways of "boring in on TV without undue time and work."

Mr. Reynolds, radio and TV operations director, points out that discussion type formats can sometimes be adapted from AM and applied to agriculture interviews on television by the press conference method. He suggests that, "short of digging and leg work, one way to get fresh informational value into TV discussion is to time it to coincide with the issuance of important news releases and reports on research and economics." Certain agricultural books offer a take-off point for an *Author Meets Critic* type of show, Mr. Reynolds adds.

As for visual props, a movie (silent or with sound eliminated) is a good bet, either as a short sequence, or the nucleus of an entire show.

"With the movie as a prop (very literally speaking), one can take as much of an audience bow with his guests as he wants to . . . and then come up behind the movie with commentary," Mr. Reynolds reasons. Such a show helps an RFD break the ice TV-wise with minimum work, and also get acquainted with TV movie requirements and operations, he believes.

Radio farm directors can also serve as liaison with women's program personnel by calling their attention to pertinent USDA and land grant college information on canning, household equipment, recipes, food-buying and clothes-making. Mr. Reynolds tells RFDs that "whether you merely watch the women folks execute your ideas, or actually share the camera on the farm end of a consumer story, you get valuable TV experience."

Everything considered, proper attention to discussion shows adapted for TV may augur to give them some of the same appeal of a comparable piece in *Reader's Digest*, *Time* or *Saturday Evening Post*, according to Mr. Reynolds.

PROTESTANTS

Radio, TV Shows Planned

NEW RADIO and television programs to serve the interests of the Protestant churches will be inaugurated by the Protestant Radio Commission, it was announced last week by Dr. Paul C. Payne, vice president of the commission and general secretary of the Board of Christian Education, Presbyterian Church in the United States.

Two new program series will be introduced. One will feature half-hour concerts of church music by the Collegiate Chorale directed by Robert Shaw, and a second, mental health and pastoral counseling, produced in cooperation with the Commission on Mental Health of the Federal Council of Churches of Christ in America. The transcribed *All Aboard for Adventure*, which has proved popular with children and was formerly produced by the Joint Religious Radio Committee, will be continued by the Commission.

TV POLICY

To Be Discussed by CAB

POLICY on television is to be discussed at the March meeting of the board of directors, Canadian Assn. of Broadcasters, at Quebec City, March 7-9. Proposals of the Canadian Broadcasting Corp. for co-operative operation of TV stations at Montreal and Toronto are to be studied, and a possible alternative proposal is to be considered.

Under present CBC proposal private interests would put up the financing for the TV stations and CBC would do the programming with financial help from private stations.

Also to be discussed at the meeting will be finalization of plans for the annual CAB meeting in June, problems of rate structure, policy for the private stations for this year's NARBA meeting, and rate structure policies.

Albany's Center

TELEVISION set may prove to be Albany, N. Y.'s, solution for getting young people to attend church social functions regularly. The Rev. Clayton G. VanDeusen of Emanuel Lutheran Church in a guest appearance on WPTR Alban's *Behind the Pulpit* program last October expressed to H. W. Maschmeier, moderator of the show, a desire to find some means by which to attract his young people to church socials. Mr. Maschmeier immediately suggested establishing a television center in the church. During the first week in December, Albany's Emanual Lutheran Church inaugurated the first such church sponsored TV center in the Capital District, and one of the first of its kind in the country.

FIRST 80 feet of WLWC (TV) Columbus' 578 foot tower, designed and fabricated by International Derrick & Equipment Co., is hoisted into place. The Crosley Broadcasting Corp. station is assigned Channel 3 and expects to start operation by March 27.

STERLING VIDEO

Productions Firm Expands

EXPANSION of Sterling Television Productions, Chicago, into teletranscription and development of video production aids has been announced by Sterling C. Quinlan, promotion director of WBKB Chicago, Balaban & Katz TV station. Sterling Television is a wholly-owned subsidiary of B & K, organized a fortnight ago to develop and sell the multiscope [BROADCASTING, Feb. 14].

Teletranscription series will stress sports, beginning with the Chicago Racing Assn.'s midget auto races from Soldiers Field June 8. WBKB hopes to film and sell 18 races to video stations and agencies as open-end packages. The one-hour sight and sound films are expected to cost a station $200 or less, depending on the number of subscribers, Mr. Quinlan said.

THEATRE WING

To Offer Radio, TV Classes

THE SPRING session of the American Theatre Wing's professional training program gets under way March 7 with five courses offered in the television and radio division.

Courses will include television seminar, television laboratory, television station operation and management, radio acting, radio dramatic coaching.

Opportunity to write, direct and produce will be offered in the television laboratory, with practical work with cameras and equipment on two shows a week over closed-channel facilities of W2XJT, experimental TV station in Jamaica, L. I. Radio acting classes expect to use facilities of WINS and WOR New York.

Hollywood Eyes $ TV $

(Continued from page 3 of Insert)

at $2,000 and $2,500 per reel respectively. Telefilm also has a new five minute sports program in audition form. Rental is for from $15 to $75 per show, depending too on market sets.

Besides several series for NBC, Jerry Fairbanks Inc. has produced TV commercials for such advertisers as Eastern Air Lines and Camel cigarettes. Firm is also making 130 five-minute open-end animated shorts, *Crusader Rabbit*, and a 20-minute series, *Musical Journeys*, which will be distributed through its own organization. The NBC series includes *Public Prosecutor*, *Jackson & Jill*, *Quizology*, *Television Closeups* and *Going Places With Uncle George*.

Hayes-Parnell is packager of the ten-minute *Family Quiz* on KPIX San Francisco and KFI-TV Los Angeles (Bank of America). It's available for syndication in other markets outside of California.

New Shows

Packagers also have a 130-unit, 10-minute TV film, *TV Komics*, directed to children and available for one national sponsor. For syndication are also a series of one-minute time signal announcements, *Happy Hour Glass*, and *Looking at Football Through the Sports Glass*, a completed five-minute feature.

Hollywood sees television as a major consumer of films. Producers maintain that there is only one proven method by which a show can be planned, rehearsed, staged, edited, previewed and telecast with professional perfection. And that's via film. As the unchallenged film capital, producers feel that they possess the experience, production facilities and personnel trained to turn out a salable product. They further believe that eventually a minimum of 65% of programming will be on film.

As a result, many a film can has come off the shelf with contents being offered to TV. Being passed around on paper also are hundreds of ideas "which might make a television film series." In the embryonic stage too are scores of other productions. They are available in story board form with scripts, as well as in pilot or sample film.

Following briefly are activities of a few other production units in the area:

Apex Film Corp. made 24 Gillette Safety Razor Co. World Series TV commercials last summer and has just completed a new series for that same advertiser. Firm also is currently producing commercials for a couple of other unnamed sponsors.

Bud Abbott has set up a deal with Harrison Productions, television film makers, to produce a series of comedy shorts, both straight and musical. They'll be bannered Abbott Productions and will be shot on both 16mm and 35mm. Mr. Abbott will not appear in the films because of his Universal - International contract. Other well known comedians are being lined up.

Derwin Abrahams and Seymour Roth have completed a 12½-minute film in Western serial chapter format. Titled *Rainbow Radley*, pilot film stars Jimmy Lloyd, Peggy Stewart and Lee White.

Attwood Productions filmed *Spinwhizzer*, a 13-time series which is released to about 15 TV stations. Packaged also is a 13-time, 3½-minute short subject, *What's in a Name?*, licensed to stations at $13.50 a reel per showing.

Bell Activities

Bell International Pictures does TV program production and commercials by contract. Among properties available for television in sample are *Dark Venture* and *Retribution*, two psychological dramatic series, originally broadcast over AM stations of ABC a couple of years ago. Each completed show runs 30 minutes. First will be done in 60 stories. Latter will include 183 stories. In story board form are *Hollywood Harmony House*, a 15-minute light comedy romance, and *Sing With the Stars*, a community sing type show with "living room" audience as participants.

Cascade Pictures of California has a score of completed story boards samples for advertising agency and sponsor consideration and pretests all products locally.

* * *

A DIRECTOR goes over lines with John Howard and Anne Gwynne as studio technicians of Jerry Fairbanks Inc. prepare to film a scene for *Public Prosecutor*, firm's first motion picture series to be shot especially for television.

CLEVELAND Indians' pitching ace, Gene Bearden, is featured in series of television spot announcements, filmed in Hollywood for Camel cigarettes by Jerry Fairbanks Inc. camera crew. Producer Fairbanks (second from r) is supervising.

* * *

Courneya Productions produces both live and film programs with TV shorts including the Los Angeles Open on golf; *Tennis by Contrast*, *Top Flite Tennis* and *Miss Troubles*.

Dudley Pictures Corp. made the 26-time, 10-minute *This Land of Ours* series now on NBC-TV, and is producing another titled *This World of Ours* for the network. Both are educational features.

Eclipse Productions, headed by Michael Colin, made a pilot film of a proposed TV whodunit series titled *Fireside Detective*, which would be available in 26 stories, at 27 minutes each. Sample was made on 16mm with use of 35mm sound equipment. Firm has a situation comedy, *Derby's Ringside Cafe*, in the making. It will also be 27 minutes in length and include 26 episodes.

Award Finalist

Emerson Films reeled the 17-minute *Christopher Columbus* picture selected as one of the six finalists for the "best film made in Hollywood" award of the Academy of Television Arts & Sciences.

Hollywood Television Productions, newly organized by Raymond Gross, is packaging *Tales From the Arabian Nights* for TV showing. Series will be tailored for 30-minute time slots, with John Oberg doing the scripts.

Gene Lester Productions, besides having made TV commercial shorts for Standard Oil Co. of Calif., Union Oil Co., and Famous Artists, has in production *Movietown Newsreel*, a 13-minute open-end series shot in sound.

Major Television Productions, recently organized by Leonard A. Harrison and Mickey Phillips, will make 30-minute TV films for between $7,000 and $7,500 per picture. Schedule calls for a TV series of musical and documentary mysteries, to be rolled on 35mm and reduced to 16mm.

Martin Murray Productions, in association with Harry Revel, songwriter, has turned out 19 2½-minute TV musical shorts titled *Murray's Movie Melodies* and has started producing a similar series in five- and ten-minute segments.

Pictorial Productions is making a series of one- and two-minute TV commercials for B-B Pen Co. Films will feature sports and entertainment personalities and other "names in the news." Pen company will spend $75,000 on TV commercials this year.

Norman L. Sper Productions has *The Barber of Sportsville* in production. The 12½-minute film will be in 52 stories.

Sentinel Productions has completed showcase samples of four 10- and 15-minute TV series of 13 stories each. They include fashions, puppets, factual subjects and a philosophical feature. Firm also makes open-end and to-order commercials.

Telemount Pictures, headed by Henry Donovan and Harry Redmont, has wound a complete series on speculation. Titled *Magic Lady*, the 13-unit series, reportedly cost Telemount $65,000 and was rolled on 16mm with 12 days of shooting.

Telepak, besides doing TV film production, is also acting as a leasing organization for various other producers and has 16 packaged shows available. Included are five completed films. Remainder are on story board with accompanying script.

Tele Reels' Work

Tele Reels Production, recently set up by Jack Berne and Eric Waltman, has started production on a series of 13½-minute TV shorts, *Hollywood Hobbies*. Audition film is built around Richard Cromwell, motion picture actor whose hobby is ceramics.

Tele-Tours Films is making a series of 10- and 27-minute travel

shorts titled *Portrait of America*. Seven are completed, with pilot film titled *Gettysburg* having been recently telecast by KNBH (TV) Hollywood as a test.

Vallee Video Inc. has wound its first in a series of 15-minute TV cartoon films and is offering the five-weekly series to sponsors for $4,500 per week. Titled *Tele-Comics*, films consist of a quartet of three-minute cartoons, with another three minutes left open for commercials. Firm is reeling a series of 12-minute musical shorts starring Steve Gibson and his Red Caps. Available too is the 12½-minute human interest anecdote series *It Could Happen to You*, narrated by Rudy Vallee, and selling regionally at $1,750 per show.

Travel Talks Leased

James A. Fitzpatrick is leasing his "Traveltalks" for television, renting 52 pictures made six to eight years ago which have reverted back to him after exhausting MGM release dates. The two-reelers which represent a $500,000 production investment, are being re-recorded and reedited for telecasting.

Television Pictures Distributing Corp., headed by Toby Anguish, has closed a deal involving TV rights to 543 motion pictures, some released as recently as 1943. Deal also entails production of 1,000 or more shorts for television within a year. Included is a series of one-reel Westerns.

Louis Weiss & Co. has acquired rights to 24 Westerns and is renting them out to TV stations. Also available for telecasting are several oldtime, silent two-reel shorts to which musical background and sound effects will eventually be added. Weiss in addition is planning to make serials specifically for TV. First will be a mystery-detective format series with each episode running 12½ minutes.

Although saying little or nothing about what they plan to do in way of production, major film studios are keeping a close eye on television. Behind the scenes there is great activity and they all aim to be ready when the market develops further.

There is comprehensive planning on part of Warner Bros., Paramount, Universal - International, Columbia, 20th Century-Fox, and others. Nassour Bros., King Bros., David O. Selznick and Cecil B. DeMille have all announced intentions to produce motion pictures for the new medium.

U-I Documentaries

Universal-International, through its subsidiary, United World Films, New York, has produced television documentary subjects for industrial accounts and has a deal under way with another major unnamed advertiser. UWF, handling U. S. distribution of J. Arthur Rank products, has also leased 11 packages to TV stations. U-I has made some experimental pictures on its Universal City lot, and it is expected that before many months go by there will be much shifting of key television personnel to this West Coast studio.

20th Century-Fox, New York television department, is now offering advertising agencies and sponsors several of its own film packages, samples of which have been produced with aid of Movietone News technical staff. Firm has also commissioned March of Time to produce the 26 two-reel TV subjects based on General Dwight D. Eisenhower's book, *Crusade in Europe*, to be telecast over ABC-TV starting in March. 20th Century-Fox is also now in the business of distributing films for television, offering release deals for suitable shorts product.

Paramount is gearing itself to eventually service stations with films for television. Its entire output of shorts is being catalogued with a view toward possible future TV use.

WAAM PUBLIC SERVICE

Station Adapts UN Jingles to Television

SPECIAL UN jingles, originally prepared for radio by Ted Cott, vice president in charge of programming, WNEW New York, have been adapted to television by WAAM (TV) Baltimore. Station is telecasting one-minute spots once daily, using a series of five cartoon slides, as a public service feature.

The idea came to orthiconic light when Joel Chaseman, WAAM news editor, noticed trade reports that Mr. Cott had prepared a radio series. Mr. Chaseman wrote to WNEW and requested the record. He then worked out the details with Joe Corcoran, WAAM staff artist, who developed the idea for the slides. The WAAM news editor was planning to arrange a similar setup for Brotherhood Week, just concluded (Feb. 20-27).

Spot opens with the WNEW special "Charter Song" disc and first slide showing UN world and a number of flags. Other illustrations include a soldier shown leaving home, a baby over whose head a dove of peace hovers, a family approaching "freedom home" and two hands clasped in friendship, with scale, flags and books in the background. Series opens and closes with UN and soldier cartoons.

Audio portion consists of pledges:

We are determined to make the United Nations an instrument to put an end to war . . .

We are determined succeeding generations will live to see the peace we're working for . . .

We reaffirm our faith in fundamental human rights, in equal rights for men and women . . .

We reaffirm our faith in justice and respect for law, in equal rights for every nation . . .

We are determined . . . to live to see the peace we're working for . . .

Two of the many panels that visualize the jingle.

SALES POTENTIAL

'American' Surveys TV

A POTENTIAL television sales volume of $170 million in 1949 among readers of *The American Magazine* is predicted in a survey just released. Of those planning to buy a TV set this year, 47.5% expect to pay cash and the median price anticipated is $303.

The information was compiled from questionnaires sent to 1,500 of *The American Magazine's* 2,500,000 subscribers. Names were taken at random according to geographical and city size pattern of the magazine's circulation. Of the questionnaires sent, 70.9% were used in compiling the information.

TV set ownership in homes surveyed was 3.2%, compared to the TBA estimated average of 2.1%. Of the non-set owners, 24.8% see complete video programs with 55.4% viewing in a friend's or relative's home. Viewing twice a week or more is done by 14% of these non-owners and 20.2% view once a week.

Intention to buy a set was indicated by 22.5%—54.4% indicated, however, they were still undecided. Of those planning to buy, 59.6% showed a brand preference and 64% have a definite idea as to what type set they desire. A 10-inch screen was preferred by 27.1% but 46.3% did not know as yet what screen size they would buy.

Of the 232 respondents who indicated they would not buy a television set this year, 52.6% said they could not afford a set and 45.7% felt it wise to wait for improvements which might be forthcoming.

KTTV USES OLESEN LIGHTS

Hollywood, Calif.—KTTV, one of the newest and best West Coast Video stations, has been equipped with Olesen TV lighting, according to Harry Witt, station manager.

Otto K. Olesen Co., with a background of many years in specialized lighting techniques, is now applying its knowledge to TV lighting problems. KFI-TV, as well as KTTV in Los Angeles, is using Olesen lights. So are WDSU-TV in New Orleans and KDYL-TV in Salt Lake City.

Send coupon now for complete information which can solve your TV lighting problems.

OTTO K. OLESEN CO.
1534 Cahuenga Blvd.
Hollywood 28, Calif.

Gentlemen: Please send me information on Olesen TV lighting.

Name_____

Firm_____

Address_____

Title_____

Telestatus

Lighting and Cameras

(Report 48)

By Dr. FRANK G. BACK

EVERY so often one of my televiewing friends—generally a layman whose main interest in television is what he sees on his receiver—will ask me questions that go something like this: "Why do my pictures sometimes seem fuzzy and out-of-focus?" Why are they sometimes washed out and weak?" "Why is it that the silk lapels on a man's tuxedo jacket often look gray?" "Why is it that many times when they shift from one camera to another the crispness of the picture fades?"

Those are typical of the questions that more and more televiewers are asking. And the questions show that, as the first novelty of owning a television set begins to wear off, Mr. Average Televiewer is inclined to get more and more critical of what he sees on his picture tube. He and his family begin to compare their television pictures with their old familiar entertainment friend—the movies.

Unfortunately, the comparison can be brutally harsh. However, it need not be quite as harsh as it often is. Good television pictures are the result of the careful handling of a host of "tremendous trifles." In failing to take care of the many "small" things the television technician fails and the quality of the received images suffer.

The Lesser Problems

In a way, a good many of us in television are still a little awed by the miracle of video ourselves. We have solved many of the major problems, but have paid little or no attention to the "minor" ones. The quotation marks are intentional, for many of the problems considered as minor are vitally important. They are TV's "tremendous trifles."

A good television image is born right in the studio. No receiver can add quality that isn't there. The basic ingredient of television—and of any picture-recording system, for that matter—is light. Yet, in many studios little attention has been given to illumination. In terms of the ultimate picture that is painted electronically on the end of the picture tube, light is more than just illumination as measured in foot-candles.

Qualities of Light

Light has definite qualities. It can be "hot" or it can be "cold." It can have color. And for best image results the light must be blended and balanced to match the light and color characteristics of the optical and electronic systems of the TV camera. A studio set that appears brightly and correctly lighted to the human eye, or to a light meter, may not necessarily appear adequate to the camera's eye.

Basically, the television camera consists of a lens system and an image orthicon, or TV pickup tube. Both have definite limitations where light is concerned. Lenses used on television cameras are not designed nor corrected for visible light plus infra-red light response. Some image orthicons have little or no response to infra-red; others do have infra-red response.

Infra-red illumination, such as that given off by incandescent lights not provided with heat filters, adds little to the total effective illumination in terms of actual pickup by cameras fitted with orthicons not sensitive to infra-red.

Still worse, if infra-red responsive orthicons are used, it adds confusion. Since the lenses are not infra-red corrected, the "hot" or infra-red light creates a sharp focus in one plane, the "cold" visible light a sharp focus in another. The best focus that can be had is at best a compromise between the two. In television, the oil-and-water rule applies to the use of both "hot" and "cold" lights. They cannot be mixed.

Fluorescent Lights

Experience has shown that, of the light sources now available, fluorescent lights give the best overall studio illumination. For highlights incandescent spots serve well, but must be equipped with heat filters. High-pressure mercury lamps and cadimium lamps also can be used for highlighting if desired.

There has been an unfortunate tendency among studio technicians and cameramen to reduce illumination almost to the minimum and shoot with their camera lenses wide open. This may be desirable from the point of view of the actors, but it certainly is most undesirable from the point of view of image clarity and crispness. This is particularly true when shooting close-ups. With a F/1.9 lens wide open it is perfectly possible to have an actor's eyes in crisp focus while the tip of his nose and his ears will be fuzzy and blurred.

For general all-around camera work, lenses should be used stopped down to at least F/8. This will give adequate depth of focus to allow for movement and depth in the scene itself. The important thing is to increase the overall illumination to the point where lenses can be stopped down. About 150 foot-candles of illumination should be considered the general minimum for normal studio work, with greater intensities being used for the highlights.

Recently, there has been considerable talk and speculation regarding the possibility of relying on infra-red illumination in the picking up of actual stage shows. Here again, the "no-mixing" rule with regard to infra-red and visible illumination under normal operating conditions still holds. It is perfectly possible to pick up and transmit a good image of a stage show illuminated by both infra-red and visible light, but all the visible light must be filtered out, lenses must be used that are infra-red corrected, and all cameras must be fitter with image orthicons responsive to infra-red light.

Even then the ultimate result will not be good. Stage settings, costumes and makeup will have to be altered for the infra-red illumination. Colors and materials have a habit of changing their appearances under infra-red lighting—the main reason for the odd grayish appearance of the silk lapels that adorn the m.c.'s tuxedo on most TV stage shows.

No, infra-red pickup is not the solution of the problem of telecasting stage shows, church services and similar remote programs where the light cannot be controlled. The answer lies in using image orthicons that have no infra-red response and high-quality, high-speed lenses that can be used wide open. In stage pickups the distances are great so that the depth of focus is more than adequate with the highest speed lens. A high-quality, high-speed lens plus a pickup tube that is not sensitive to infra-red will give good results under the poorest lighting conditions for long-range pickups.

In the studio, however, where

(Continued on page 18 of Insert)

TV SET figures reported to BROADCASTING during the past week:

Boston—45,120 as of Feb. 1, based on joint survey of leading distributors by WBZ-TV and WNAC-TV, both Boston.

Baltimore—40,677 as of Feb. 15, reported by Baltimore Television Circulation Committee.

FOR MORE than a quarter of a century, Vienna-born Dr. Frank G. Back has been solving complicated problems in light and optics. In 1928, when he first visited this country, he brought with him his "gastrophotos," a revolutionary peanut-sized camera that could easily be swallowed to take pictures inside a patient's stomach.

After returning to this country in 1939 and becoming a citizen, Dr. Back helped the Army, Navy, and Air Force solve many knotty optical problems. Then, in 1946, he announced the perfection of his now famous Zoomar lens, which allows video cameramen to "zoom" or shift, smoothly from a sharp overall view directly to an equally crisp close-up. He was given TBA award for outstanding technical development.

A few months ago, his company, The Zoomar Corp., announced another new television first—the Video Balowstar—a high-quality high-speed lens that can "see" with no more illumination than that given off by a single candle at a distance of one foot!

Dr. Back examining the Video Balowstar

see? *Thousands did . . . on WSB-TV*

5 days weekly, youngsters howl with glee as Woody Willow and puppet pals play to tremendous juvenile audiences.

All-American Ralph Beard breaks clear against Georgia Tech. Score for Kentucky — score for WSB-TV!

Man stuff that women like — it's Perry's Kitchen. Good Show.

Atlanta Junior League's Speech School — children and all — visit "At Home with Elsbeth."

Better programming still sells more goods

JANUARY production as WSB-TV included 152 live shows, 25 of them by remote. An ambitious schedule for a station off the coaxial — but not unusual for WSB, which brought to its TV operation 27 years of radio experience and program know-how.

This knowledge of what a Georgia audience wants . . . *plus* the ability to deliver it . . . *plus* the prestige of being first with video in the deep South has solidified an audience enthusiasm and loyalty which time-buyers know how to evaluate.

We have some excellent program packages attractively priced. Ask any Petry man for details — he will be glad to tell you more about them.

wsb-tv

ON PEACHTREE STREET

WSB, AM AND FM, AND WSB-TV ARE AFFILIATES OF THE ATLANTA JOURNAL, ATLANTA, GEORGIA

Telestatus

(Continued from page 16 of Insert)

the light can be controlled, one of the most important details in the production of a good TV image is the use of blended lighting to match the light sensitivity characteristics of the image orthicons being used; another is to use image orthicons whose response characteristics roughly match when televising a multi-camera show. Unfortunately, image orthicons vary in their response to any given light source.

What can stations do about the illumination problem? The obvious solution is for each station to calibrate the camera tubes in stock and then always use tubes whose characteristics roughly match when televising any one multi-camera show.

It is not difficult to calibrate an image orthicon. It can be accomplished easily with nothing more than a pocket ruler, some strips of colored paper and standard studio and monitoring equipment.

The most important pickup tube calibration test is its relative sensitivity to light—but let's not forget that light has color and "heat" as well as intensity.

Since fluorescent lights probably provide the overall or key illumination in most TV studios, the tubes should be checked for their response to fluorescent illumination. To do this simply set up an assortment of fluorescent tubes vertically, ranging them through the various colors to daylight. Turn the lights on and focus your camera containing the tube to be tested on them. The oscilloscope on the monitor will tell the story. The relative light sensitivity of that particular image orthicon can be read directly from the "ups" and "downs" of the oscilloscope's pattern. There will be as many peaks or "ups" as there are light sources, and they will correspond from left to right.

The pocket rule gives the relative sensitivity of that particular tube to each of the fluorescent light sources. Each tube will vary, but this information, filed away with each tube, will provide the first important key to the problem of successfully matching tubes.

The same test performed in a slightly different way can be used to check a pickup tube's sensitivity to the illumination from incandescent lights. Since the source of light in an incandescent lamp is relatively small—optical experts call it a "point source"—we cannot set the lights up in a row as we did with the fluorescent lamps. Instead we must set up a target in the form of a white stick, or a white strip of paper pasted to a black background, and illuminate this target, in turn, with each of the types of incandescent lights we are using.

We can then focus our camera on the target, and by measuring the single peak formed on the monitor's oscilloscope for each source of light as it is turned on determine that particular image orthicon's sensitivity to each type of incandescent light. This information, again filed away with each tube, provides the second matching key.

Color Sensitivity

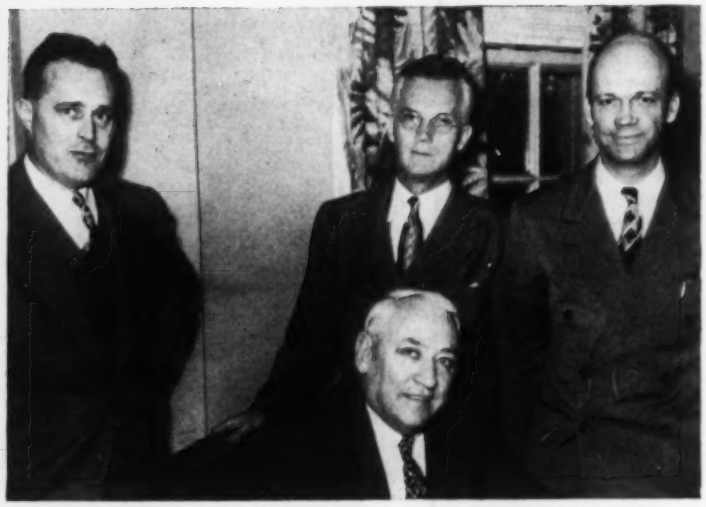
To calibrate a pickup tube for color sensitivity—the tube's ability to translate actual colors into the gray scale of the black and white image—it is necessary only to make up two simple color charts. Make one chart about four feet square; the other about the size of the viewing screen on the camera's monitor. The charts need be nothing more than strips of colored paper pasted on stiff cardboard. If you like, the strips can be placed in the general order of the spectrum—starting with the reds, going through the greens, yellows and blues, and ending up with deep purple. In any case, the colors on the two charts should be identical and arranged in the same order.

Set the larger of the two charts up vertically in front of your camera and illuminate it with a balanced combination of fluorescent and heat-filtered incandescent light matched to the tube under test. Focus your camera on the chart. By taking the smaller color chart and comparing it with the image on the monitor, you can make an adequate visual check of the color to black-and-white translating qualities of the tube being calibrated. This color-sensitivity information provides the third key to tube matching.

With these three easily obtained bits of information on hand, the television technician cannot only select image orthicons with comparable characteristics for use in his cameras for any one show, but he can control and balance the illumination to allow those tubes to operate at their best. With matched tubes and lighting blended to the average characteristics of the camera tubes, received images will approach a standard quality. There will be less change in image quality when program continuity and the necessary changes from closeups to long shots require pickup switches between cameras.

The basic choice of the type of image orthicon used for studio work is important too. For most studio pickups, where the illumination can be controlled, the camera tubes should be of the close-space type, the P5769, or the new experimental C73150. The new C73150 has high sensitivity and a particularly low noise level. Lenses, too, play an important role in the over-all standardization of image quality.

All-around balance is vitally important to consistently good image quality. And that means balance all along the line—balance in illumination, balance in the choice of image orthicons, and balance in the lenses. Upset the balance in any one department and image quality immediately suffers.



WKRC-TV Cincinnati, scheduled to start experimental telecasts this week and to go commercial on April 4, completes agreement for sponsorship by Hudepohl Brewing Co., Cincinnati, of all WKRC-TV programs originating from Cincinnati Gardens, new sports arena. L to r, standing: John A. Hesselbrock, Hudepohl assistant manager; L. F. McCarthy, brewery's advertising manager, and Hulbert Taft Jr., WKRC-TV managing director; seated, Robert Schmidt, treasurer of Hudepohl.

VIDEO BOUT

Fights Not Hurt—Menendez

POOR attendance figures for Turner Arena boxing matches in Washington, D. C., are a reflection of back-sliding business conditions, especially in the sports and amusement fields, and are not caused by television. That view was expressed by Gabe Menendez, Arena matchmaker, in support of his belief that it's too early to determine video's effect on sport's gate receipts.

Mr. Menendez also announced that henceforth his top-notch fighters will receive 25% of existing television receipts (telecast rights) in addition to the usual 20% of attendance. He declined to reveal figures. (WMAL-TV carries the matches every Monday evening.) He said he thought the boxers were entitled to that percentage and "we're doing this on a voluntary basis." He indicated it was his intention to build better attractions at Turner's and adopt a wait-and-see attitude toward video.

The promoter conceded that Turner's boxing attendance had fallen short of pre-video days, but pointed out that other eastern enterprises were all having rough sailing. Baltimore matches, for example, aren't telecast, "but things are so bad there they're holding few shows—and it used to be a good fight town. . . . It seems to be general business conditions."

Film Commercials

(Continued from page 5 of Insert)

more normal, 90 days is desirable. Many producers give added discounts for such added time.

12. DON'T WAIT TO GET INTO TELEVISION. And the "Do" for that is: Do it now!

And there is the check-list. There are exceptions to probably every point but, by and large, we have found it has worked successfully on more than 1,200 theatre and TV ad-films in the last 1 years. It goes a long way in preventing "juvenile delinquents" and it certainly makes happier parents. And anyone who watches television commercials in their current reckless propagation can recognize the need for some such "birth control."

WICU (TV) ERIE

Starts Test Patterns Soo

WICU (TV) Erie, Pa., *The Erie Dispatch* television station, will be on the air soon with test patterns, Layman Cameron, general manager, announced last week. TV demonstrations in downtown Erie stores have been conducted by WICU since Feb. 19.

The station, which will operate on Channel 12 (204-210 mc), expects to have its modernistic building at 35th and State Sts., Erie, completed early in March, Mr. Cameron said.

The 300-ft. WICU tower is nearing completion, and DuMont engineers are installing latest television equipment. Station plans local programming as well as selected shows from four TV networks, NBC, ABC, CBS and DuMont, according to Mr. Cameron.

John W. Cook, resident of Erie since 1929, has been appointed WICU film editor and is now preparing the station's film schedules.

TELDISCO

Campaign Nets $100,000 Return

LAST November, Teldisco Inc., New Jersey, distributor of DuMont television receivers, had a problem. A rush of sales had forced its "home" models in short supply at a time when demand was rising through the top of the sales graph.

Complicating the situation was the fact that Teldisco had so saturated the bar market in New Jersey that demands for the oversized DuMont Club 20 model was promising to strike a plateau, leaving that set in comparatively ample supply.

Rising to the challenge of the situation Teldisco, under the guidance of its agency account executive, Elliott Nonas, utilized the ingenious alternative of promoting the bar sets for use in game rooms, auditoriums and special uses in the home.

Instinctively Mr. Nonas turned to television and WABD, DuMont video station, for that promotion. Within two weeks the Club 20 model was completely sold out with a net return of approximately $100,000.

The campaign was a cooperative venture with Teldisco joining with 35 of its New Jersey DuMont dealers in purchasing 40 quarter-hour daytime programs per week, one of the largest daytime transactions in television.

The shows featured such talent as Ralph Dumke, Stan Shaw, Vincent Lopez, Ted Steele and others, with commercial copy carefully integrated into the continuity.

Mr. Nonas, head of his own New York agency, has been handling Teldisco's advertising for the past year.

His current campaign for the company features a five-a-week program on WABD called *Johnny Olsen's Rumpus Room*. The format provides for two New Jersey DuMont dealers to be spotlighted each day. Commercials are woven into the entertainment portion of the audience participation show so that the studio audience actually takes part in the commercials.

For example, Johnny Olsen conducts a regular contest to discover which of two contestants can mention, in a given time, the greatest number of features of the DuMont telesets. Prizes are contributed by the spotlighted dealers of the day.

The Nonas agency is currently preparing an intensive campaign in aural radio to promote the sale of the International Harvester refrigerators and freezers, distributed exclusively now by Teldisco in northern New Jersey and Orange and Rutland counties in New York.

In commenting on the striking success achieved by Teldisco in television, Mr. Nonas observed, "A lot of agency folk are touting video as the sales medium of the future. I disagree with them. Television is the sales medium of the present."

TV RIGHTS

'Enlargement' of Radio Rights Says Baltimore Judge

CENTURY Athletic Club won its long drawn-out fight to telecast weekly boxing matches at Baltimore's Coliseum when a Circuit Court ruled Feb. 17 that television falls within the definition of broadcasting and entails the same rights.

The decision, handed down by Judge E. Paul Mason in Circuit Court No. 2, represented a victory over a New York partnership which owns the Coliseum. The Gotham firm had contended that the Athletic Club's lease does not specify television privileges by name, only broadcast rights. Television is a distinctly different and separate entertainment and communications medium, it had argued. The suit was lodged by the Century Club, with Lucy Ann Garvey and Avrum Rifman as counsel.

After defining the issue—whether the right to broadcast by radio includes the right to broadcast by television—Judge Mason gave several definitions of "broadcasting," which he admitted were unsatisfactory. He pointed out, however, that since transmission and reception are conducted "in the same manner . . . it would seem that radio bears a very close scientific relation to television."

Judge Mason observed that television may supplant radio and has made "serious inroads on the number of persons who several years ago numbered themselves as . . . regular radio listeners." He declared: "Television is, therefore, in direct competition with radio."

Interpreting telecast rights as an "extension or enlargement" of the club's right to radio broadcasting, the judge ruled that telecast rights in the tenant's hands "does not involve any inconsistency with the other things it is permitted to do under the lease . . . The tenant produces the boxing bouts . . ."

Text of Judge Mason's ruling in part:

> The right to televise may be inferred to belong to the tenant because it is an extension or enlargement of its (the tenant's) right to radio broadcasting and in its hands does not involve any inconsistency with the other things it is permitted to do under the lease.
>
> The tenant produces the boxing bouts. The televising of such bouts will not put the building and the premises under any greater servitude and is not inconsistent with the tenant's rights to broadcast by radio.
>
> The landlords or their predecessors drew the contract. Under the rule that no one who prepares a contract has included all his reservations, it must be construed most strongly against them.
>
> (The issue is) whether the right to broadcast by radio includes the right to broadcast by television.
>
> Since the transmission and the reception are conducted in the same manner, except that a higher frequency is used for television, it would seem that radio bears a very close scientific relation to television . . .
>
> The main difference between the two is the type of mechanism used to transform the sound into electrical impulses on the one hand, and the images into electrical impulses on the other, with the same variations on the receiving end of the broadcast.
>
> Such a construction of the contract could not possibly be what the parties intended . . . It is a fact that television may supplant radio and has at the present time made serious inroads on the number of persons who several years ago numbered themselves as members of the regular radio listeners.
>
> Television is, therefore, in direct competition with radio. Television was not commercially available in 1943, when the lease was executed.
>
> The plaintiff could not be expected to guard against something not in general use at that time.

FULTON LEWIS

Starting Simulcasts

FULTON LEWIS jr. added television to his current Mutual radio series Feb. 21 when he began a series of simulcasts over MBS and WOIC (TV) Washington, new Bamberger outlet. [CLOSED CIRCUIT, Jan. 3]. The commentator has been signed for 52 weeks with options.

Mr. Lewis is heard five times weekly, 7-7:15 p.m., on more than 500 Mutual stations, and is sponsored as a co-op feature on some 325. Simulcasts originate from the studios of WOIC, with the TV version offered on a sustaining basis at the outset. He is retaining his present program format—opening, middle and closing commercial time slots coincide on both AM and TV. When Mr. Lewis travels his spot will be filled by substitute commentators, including Phelps Adams and Kenneth Crawford.

ONE WAY

Of Losing 248 Viewers

THE television feature, *Open House*, on WPTZ(TV) Philadelphia recently was directly responsible for 248 welders, riveters, pipefitters, piledrivers and other construction craftsmen from the local area signing up for an 18-month job in the Arabian desert.

The program, sponsored by the Corn Exchange National Bank, was not put on as a special effort to call out workers. It was merely due to Roy Neal making a routine interview. In the interview, John Shanahan, representing the Bechtel International Construction Corporation, told of the need for skilled workers to construct pipelines in Saudi-Arabia. C. Pierce Taylor, Pennsylvania State Employment Service district manager, related that the next morning the 248 men appeared and signed up. The Philadelphia office of the PSES thus became the only office in the United States to meet its quota of men for the overseas assignment.

Two Heads

HENRY MORGAN, comic delight of the cynics, will start his NBC video series on March 21, and attempt to prove that two Morgans are more devastating than one. In the Mon.-Fri. 7:30-7:45 NBC-TV period, the sarcastic humorist will utilize a dummy replica of his deadpan self, to lampoon various phases of American life. The Morgan dummy will be gifted with seven or eight different voices.

Quizzical TV

(Continued from page 8 of Insert)

television are as yet low and profits for the packager nearly invisible.

Undoubtedly, as the television audience grows and TV starts operating on a real network basis, the video quiz will cost considerable *more* than its AM counterpart does today—but—and I think this is the crux—not enough more in relationship to other television shows around it—to keep it from being a smart buy for the advertiser.

Audience-participation will have a place for itself in television as it has in AM—but agencies and producers will need to uncork the imagination and expend the sweat to satisfy television's demanding terms.

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